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ENTERGY ARKANSAS, INC.

ENERGY EFFICIENCY QUICK START PROGRAMS

2009 PROGRAM YEAR

ANNUAL REPORT

APRIL 1, 2010

Entergy Arkansas, Inc.

2009 Program Year Annual Report of Energy Efficiency Quick Start Programs

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2009 ANNUAL REPORT OF ENERGY EFFICIENCY QUICK START PROGRAMS

SUMMARY

Entergy Arkansas, Inc. ("EAI") initiated the implementation of its Quick Start Energy Efficiency Programs ("Energy Efficiency Programs") in late 2007 after receiving the Arkansas Public Service Commission ("APSC" or the "Commission") approval[1] of the portfolio of Energy Efficiency Programs, including a mechanism to provide recovery of the incremental program costs through Rider EECR.

This annual report is filed in accordance with the Rules for Conservation and Energy Efficiency Programs adopted by the Commission in Order No. 18 of Docket No. 06-004-R (the "Rules"). This report summarizes the results for each of the Energy Efficiency Programs offered by EAI for the 2009 program year, including discussions of the lessons learned, savings estimates, and the expenditures for each of the programs (*See* Table 2 of this Summary), which includes the EAI-specific programs and the joint statewide programs in which EAI and certain other APSC-jurisdictional utilities participated.

Background

EAI designed its program portfolio so that a program was made available for each customer class and so that there was a program offering from each of the initial program categories described within the Rules. EAI's program portfolio, conceptualized in 2006 and approved in 2007, incorporates many of the elements and concepts included in the May 2009 Rapid Deployment Energy Efficiency (RDEE) Guide, National Action Plan for Energy Efficiency, a document that was issued subsequent to EAI's development of its current energy efficiency portfolio.

A summary of the 2009 program year portfolio, with targets and budgets, is provided in Table 1.

[1] The APSC approved these programs in three separate orders: (1) Order No. 8 in Docket No. 07-085-TF dated September 19, 2007 approved the EAI-specific programs; (2) Order No, 5 in Docket No. 07-087-TF dated November 11, 2007 approved the joint statewide Energy Efficiency Arkansas Program; and Order No. 4 in Docket No. 07-079-TF dated September 19, 2007 approved the joint Arkansas Weatherization Program ("AWP"). The Company's Energy Efficiency Cost Rate Rider ("Rider EECR") was approved by Order No. 9 issued in Docket No. 07-085-TF on October 12, 2007. The Commission approved the implementation and cost recovery of the Company's Experimental Agricultural Irrigation Load Control Service Rider Program ("Irrigation Load Control Program") in Docket Number 08-072-TF, Order No. 2.

Table 1

Summary of Approved Energy Efficiency Programs

Program Name	Retail Market	2009 Budget (Thousands)	Savings Goals	
			kW	MWH
Residential CFL	Residential	$401	550	5,199
Residential Home Energy Solutions	Residential	$717	1,064	2,138
Arkansas Weatherization Program	Residential	$1,215	1,060	3,681
Residential and Small Commercial A/C Tune-up	Residential and Small Commercial	$ 718	845	2,167
Small Commercial & Industrial Energy Solutions	Small Commercial and Industrial	$ 542	973	1,406
-CitySmart-	Local Public Entities	$ 464	1,285	2,069
Large Commercial & Industrial Energy Solutions	Commercial and Industrial Customer over 100 kW in billing demand and at least 20 kW in energy savings	$ 985	4,166	6,709
Large Commercial & Industrial Standard Offer	Commercial and Industrial Customer over 100 kW in billing demand and at least 20 kW in energy savings	$ 1,058	3,622	4,075
Demand Response	Residential Commercial and Industrial	$4	3,000	400
Energy Efficiency Arkansas	All Markets	$ 488	-	-
Agricultural Experimental Irrigation Load Control Service	Agricultural Pumping	$ 174	1,000	-
EAI Administration, Program Support, and Marketing	All markets	$465	-	-
Portfolio Total		**$7,231**	**17,565**	**27,844**

2009 Program Results Summary

The 2009 programs successfully continued the fulfillment of the Commission's objective to have public utilities develop and implement Quick Start Programs. EAI's 2009 programs, built on the results achieved in the 2008 program year, further the objective of understanding the energy efficiency needs of its local Arkansas market and EAI territory, creating awareness of and promoting energy efficiency by EAI customers, further educating and growing the energy efficiency service provider infrastructure in Arkansas in order to deliver the energy efficiency services to EAI customers, and creating and capturing significant energy and dollar savings for its customers.

EAI's 2009 program portfolio achieved aggregate demand reductions of 18,748 kW and 48,042,000 kWh energy savings. These energy savings were all at a cost per kW less than was budgeted for these programs. The 2009 demand reductions, energy savings, and expenditure by program are presented in Table 2 - "Program Year 2009 Savings Achieved and Actual Expenditures." Individual programs accomplishments are also discussed in the results section for each program.

Table 2

Program Year 2009 Savings Achieved and Actual Expenditures

Program Name	2009 Demand Savings Achieved (kW)	2009 Energy Savings Achieved (MWh)	2009 Program Year Incremental Expenditures (Thousands)
Residential CFL	495	4,593	$362
Residential Home Energy Solutions	1,359	2,918	$845
Arkansas Weatherization Program[2]	429	1,435	$284
Residential and Small Commercial A/C Tune-up	90	238	$502
Small Commercial & Industrial Energy Solutions	142	691	$432
-CitySmart-	823	1,569	$405
Large Commercial & Industrial Energy Solutions	3,944	24,001	$682
Large Commercial & Industrial Standard Offer	2,616	12,597	$627
Demand Response	8,073	0	$0.0
Energy Efficiency Arkansas	0	0	$488
Experimental Agricultural Irrigation Load Control Service	777	0	$212
EAI Administration, Program Support, and Marketing	0	0	$430
Portfolio Total	**18,748**	**48,042**	**$5,269**

In compiling these reported results for the 2009 program year, whether the energy efficiency project actually was completed in 2009 was the criteria used to determine whether the savings for that project should be included for that year. Accordingly, EAI has reported only the dollars and savings associated with energy efficiency projects that actually were completed in the 2009 program year. Although program outreach efforts in 2009 generated interest and assisted several customers in identifying energy efficiency

[2] The Arkansas Weatherization Program will report demand reductions and energy savings results within Docket No. 07-079-TF. The demand reduction and energy savings reported here are based upon the best data available to EAI at the time of this table's preparation.

projects, some customers did not implement or complete implementation of those identified energy efficiency projects in 2009, so those projects were not included within the 2009 results. Consistent with EAI's reporting approach, program savings will be reported in the program year in which the projects associated with those savings are completed.

Attachment A to this filing provides the 2009 Benefit/Cost results of each program in the Quick Start program portfolio. The overall 2009 portfolio passes all but the RIM cost benefit test required by the Rules. The portfolio RIM test was close to passing with a ratio of 0.97.

The APSC-approved Deemed Savings calculations were predominately used as the evaluation, measurement, and verification ("EM&V") process of choice. However, projects within the two large commercial and industrial programs used a custom EM&V approach. The APSC-approved Deemed Savings did not address these customized projects, so EAI used EM&V evaluations that complied with the International Performance Measurement and Verification Protocols. The EM&V procedures and results for each program are discussed in more detail in the individual program summaries.

For those programs implemented by CLEAResult Consulting, EAI maintains data on the customer, the customer project, the project's demand reductions and energy savings, the cash incentive amount per project, and the customer's incremental cost for the energy efficiency measure within the e-Tracker reporting software. The AWP reports are captured within reporting software developed by Frontier and Associates. This software captures customer home information, pre and post air infiltrations, measures installed within the home, cost of measures installed and not paid for by AWP funds, and the expenditures paid by AWP funds. The Frontier software calculates the savings either by the deemed savings or NEAT/MHEA software for measures without deemed savings. The demand response program and the Irrigation Load Control Program savings reporting information was captured manually from information gathered either through meter data, EAI customer billing systems, or contact reports and compiled into a savings result. All savings are reported in a manner consistent with the approved program filings.

EAI developed accounting processes and established specific project codes to capture the incremental[3] and non-incremental capital costs and expenses associated with the programs. The EAI administration cost includes consultant costs for Deemed Savings, regulatory filing support, CLEAResult reporting database cost, contracted telephone

[3] Section 7 of the Rules provides that cost recovery shall be limited to the incremental costs which represent the direct program costs that are not already include in the then current rates of the utility.

center, printing and marketing for internal training and external customer meetings, and the cost of employee salary and expenses. The details of EAI's Energy Efficiency Cost Rate Rider annual update are included in a separate filing in Docket No. 07-085-TF.

The 2010 Programs and Costs

EAI will implement the APSC approved Program portfolio for 2010. The summary of 2010 estimated savings goals and incremental spending for 2010 program year are provided in Table 3 below. Pursuant to Order No. 23 in Docket No. 07-085-TF, the 2010 programs are approved through June 30, 2011 and EAI will be extending the 2010 calendar year budget at approximately 50% of the calendar budget with some adjustments for program growth and/or first of year cost that are not easily prorated.

Table 3

2010 Savings Goals and Budgets

Program Name	Market Focus	2010 Calendar Year Program		
		Budgets (Thousands)	kW	MWh
Residential CFL	Residential	$331	550	5,199
Residential Home Energy Solutions	Residential	$992	1,064	2,138
Arkansas Weatherization program	Residential	$785	865	3,048
Residential and Small Commercial A/C Tune-up	Residential & Small Commercial	$697	845	2,167
Small Commercial & Industrial Energy Solutions	Commercial and Industrial less than 100kW	$483	973	1,406
Large Commercial & Industrial Energy Solutions	Commercial and Industrial over 100 kW	$1,216	5,000	8,052
Large Commercial & Industrial Standard Offer	Managed Accounts Commercial and Industrial	$943	3,150	3,544
-CitySmart-	Local Public Entities	$471	1,285	2,069
Energy Efficiency Arkansas	All Markets	$ 200	-	-
Demand Response	All Markets	$4	3,000	400
Experimental Agricultural Irrigation Load Control Service	Agricultural Irrigation pumping	$3,715	10,000	-
EAI Administrative Cost, Program Support and Marketing	All Markets	$444	-	-
Portfolio Totals		**$10,281**	**26,732**	**28,023**

The 2010 budget reflects the funding level for EAI's Irrigation Load Control Program as proposed by the Company in its filing in Docket No. 08-072-TF seeking Commission approval to extend the Irrigation Load Control Program through 2010.

EAI achieved several accomplishments with its 2009 Energy Efficiency Programs. EAI increased the public's overall awareness, demand and participation in the programs; continued its outreach, recruitment, education, and training of the service contractor installation network; provided resources that identified customer projects; incented customers to take action on performing energy efficiency projects; and delivered significant demand reduction and energy savings to customers in all customer classes all at a cost per kW less than budgeted.

The Residential Energy Solutions Program overachieved, surpassing the demand reductions that were projected for the 2009 program year by over 20% and the energy savings by over 100%. Based upon the program success beginning in the third quarter of 2009 and growing in the first two months of 2010, EAI is projecting the 2010 programs will be fully subscribed by early June 2010. As a result, as part of its Rider EECR filing in Docket No. 07-085-TF made contemporaneously with this Annual Report, EAI is proposing to include an additional $865,000, or 87% increase over approved 2010 budgets, in order to meet the updated 2010 projected Residential Energy Solutions programs needs. With this revised budget estimate, EAI projects a new total of 3,560 KW demand reduction and 7,640,000 kWhs of energy savings. With such approval, EAI projects its portfolio of programs to approach reductions of 0.6% of 2008 retail annual revenues and to achieve reductions of 0.2% of 2008 annual retail sales.

Finally, EAI notes that none of the 2009 programs spent over the 20% variance that the APSC required for the 2009 programs in Order No. 13.[4]

[4] Docket No. 07-085-TF. Order No. 13, P13, bullet 4.

PROGRAM BY PROGRAM MARKET FINDING SUMMARY

RESIDENTIAL CFL PROGRAM

PROGRAM OBJECTIVE

As EAI discussed in Docket No. 07-085-TF, the Residential Compact Fluorescent Lighting (CFL) Program is an energy efficiency program designed to educate and influence EAI residential customers to purchase and use ENERGY STAR-qualified CFLs in their homes. The program provides coupons to consumers to "buy-down" the cost of CFL, educates customers about CFL benefits and advantages over incandescent lighting, and motivates retailers and dealers to promote the energy savings and cost savings benefits of CFL.[5]

2009 PROGRAM RESULTS AND BENEFITS

As set forth earlier in Table 2 and as discussed in more detail in Section 3, for the 2009 program year, the program produced 495 kW in peak demand reductions and 4,592,707 kWh in annual energy savings.

The Spring CFL program for the 2009 program year was launched on April 1, 2009 and ran through June 30th. Two coupons were inserted into the April bill for all residential customers and held values of $2 off a three pack and $5 off a five or six pack of GE ENERGY STAR CFL bulbs. The program had a 3.8% participation rate and captured 327 kW and 3,036,342 kWh. The fall CFL Program was launched in October 2009 and ran through November. Two coupons were inserted into the October bill for all residential customers, which coupons held values of $2 off a three pack and $5 off a five or six pack of GE ENERGY STAR CFL bulbs. The fall campaign resulted in 168 kW demand reductions and 1,556,365 kWh of energy savings.

The program worked with program retail partners including Wal-Mart and Kroger supermarkets, as well as independently owned small businesses, *e.g.,* True Value Hardware and Ace Hardware stores, and held a total combined 63 in-store participating retailers across the EAI territory. The in-store promotions proactively engaged customers in the stores and demonstrate the CFL bulb advantages compared to incandescent bulbs.

The EM&V used the coupons returned for the purchase of the CFLs coupled with the APSC-approved deemed savings.

The program produced multiple customer benefits. Several of these benefits are assumed based upon the energy avoided through implementation of these programs. Energy security benefits that were achieved through this program included a reduction in per capita fuel needs for power generation and a potential reduction in the demand for

[5] For a more complete description of this program, see the Supplemental Testimony of Richard P. Smith, EAI Exhibit RPS-2, at 1 – 6.

new generating facilities. Businesses that are energy efficient require less power generation and therefore can help to reduce dependence on foreign sources of oil, natural gas, and coal and protect against the volatility of fuel prices.

Environmental benefits derived from lower electricity consumption in the form of lower emissions of CO_2, NO_x, SO_x, and other emissions that are by-products of electricity generation. Quantitative emissions reductions estimated from these energy savings included 1,846.985 tons of CO_2, 2.331 tons of NO_x, and 2.790 tons of SO_x.

CFL also improved the habitability and health of some households through improvement in lighting. Also, each Arkansan that installed a CFL bulb saved money, which can result in local economic benefits.

The program also benefited participating retailers and distributors. Retailers worked with their distributors to increase stock and to add new wattages and pack sizes, increasing commerce in the supply chain.

The program promoted general energy efficiency and the ENERGY STAR brand awareness through a message made available to all EAI customers. The program also held in store awareness sessions and program promotions with various retailers to highlight the CFL benefits and to raise awareness of the coupon program.

Once the market for CFLs has grown to critical mass, and considering the potential for eventual phase out of certain incandescent bulbs, the gradual reduction of incentives over time is expected to strengthen competition between retailers/contractors, potentially leading to lower costs and higher levels of service to customers.

2009 PROGRAM CHALLENGES

Compared to 2008, the coupon redemption rate was down in 2009 from 2008 results. There are several possible causes; economic conditions in 2009 compared to 2008 is one likely cause. However, the coupon bill insert distribution methodology has been a cost effective approach to contact and engage residential customers. Accordingly, the program will continue to utilize this cost effective and educational approach. EAI also will monitor results for the 2010 program year to see what adaptations EAI may want to make to maintain the program's cost effectiveness.

PROGRAM CHANGES AND RESPONSE TO CHALLENGES

EAI is continuing the CFL program for at least 18 months as approved by the Commission in Order No. 23 in Docket No. 07-085-TF.

RESIDENTIAL HOME ENERGY SOLUTIONS PROGRAM

PROGRAM OBJECTIVE

As EAI discussed in Docket No. 07-085-TF, the Residential Energy Solutions Program is an energy efficiency program designed to help residential customers understand opportunities and ultimately make energy efficiency improvements in their homes. Customers can call a toll-free number to reach an energy efficiency solutions representative who can direct the customer to the best energy efficiency solution based on the customer's need. The program provides guidance on low cost, easily implemented home measures. For those customers that are ready to take action by investing their money in energy efficiency and improvements, the program provides those customers with the opportunity to obtain a walk-through energy assessment of their home by a qualified expert. The program provides cash incentives to offset a portion of the upgrades if customers act to implement those upgrades within the required time period after the assessment occurs. The program provides a list of contractor partners who have committed to promote high efficiency standards and can perform the work eligible for incentives under program within the required timeframe. [6]

2009 PROGRAM RESULTS AND BENEFITS

As set forth earlier in Table 2 and as discussed in more detail in Section 3, for the 2009 program year, the program produced 1,359 kW in peak demand reductions and 2,918,000 kWh in annual energy savings.

The demand and energy savings are a significant increase compared to results for the 2008 program year. In 2009, the program oversubscribed the demand reductions and energy savings goals. One primary driver for the increased success in the 2009 Residential Solutions Program was the completion of program outreach and energy efficiency training to a critical mass of insulation contractors. EAI has concluded that there is significant opportunity in its service territory for energy savings through increasing the level of ceiling insulation in housing stock. The program was able to focus the insulation contractor community to participate in the program to begin to capture these opportunities. A second driver to the 2009 success was the increased involvement of the contractor network in marketing the program services directly to customers. In 2009 some contractors began to promote the value of energy efficiency solutions in earnest and incorporated the program as part of their normal business activity. Program partnering contractors directly offered the customer a discount coupon while the customer purchasing decisions were being made rather than waiting for a full home audit. This was a modification to the program that was implemented to increase

[6] For a more complete description of this program, see the Supplemental Testimony of Richard P. Smith, EAI Exhibit RPS-2, at 7 – 11.

its effectiveness, a modification that will continue for the 2010 program year, as EAI discussed in Docket No. 07-085-TF.

Progress also was made to build the HVAC replacement, infiltration, and duct sealing contractor network. This was a planned change that was discussed within the 2008 annual report and is proving to be beneficial for contactor development and program expansion.

Summary of Installed Measures in 2009

Measure	Demand Reduction (kW)	Energy Savings (kWh)
Duct Sealing	161.3	410,252
CFL Bulbs	2.2	18,150
Insulation	1141.46	2,378,694
Infiltration	5.9	11,704
HVAC Replacement	40.9	116,956

Insulation was the most popular measures installed under this program.

The EM&V used the APSC-approved deemed savings for each program measure (as approved by the APSC) as the basis for determining cost savings. Verification based upon incentives paid, and a statistically significant sample of installations was subject to on-site inspection in accordance with the protocol set out for this program. The inspection program met the stated on-site inspection objectives, as well as reviewed additional installations and ensured that measures were installed and capable of performing as intended. Incentives were not paid until the customer indicated that contractors completed the work.

The program produced multiple benefits to customers. Several of these benefits are assumed based upon the energy avoided through implementation of these programs. Energy security benefits included a reduction in per capita fuel needs for power generation and a reduction in the demand for new generating facilities. Energy efficient homes require less power generation, and therefore, can help to reduce dependence on foreign sources of oil, natural gas, and coal and protect against the volatility of fuel prices.

Environmental benefits derived from lower electricity consumption in the form of lower emissions of CO_2, NO_x, SO_x, and other emissions that are by-products of electricity generation. Quantitative emissions that are estimated based upon those energy savings included 1,184.118 tons of CO_2, 1.494 tons of NO_x, and 1.789 tons of SO_x.

Home energy solutions assessments and energy efficiency projects improved habitability and health of some households through improvement in indoor air quality, lighting, and occupant comfort.

The program also benefited participating contractors and materials and equipment retailers/distributors because incentives from the program drove demand for their products/services, which resulted in economic activity and job maintenance and creation within Arkansas.

Home energy efficiency projects also saved customers money on their electric and gas utility bills, which can provide local economic benefits.

Participation in the program also proved to have a noticeable affect on consumer behavior and their awareness of energy efficiency opportunities. After experiencing the benefits of efficiency improvement investments in their homes, many participants have generally become advocates and promoters of this efficiency program specifically through their participation in the program.

2009 PROGRAM CHALLENGES

The program demonstrated and confirmed the need for the program to provide training and outreach in order to identify and have energy efficiency home upgrades performed at an acceptable level of workmanship. Now that a critical mass of insulation contractors is actively participating, the challenge for the program is to continue to raise the level workmanship among program current partners. The additional challenge is to engage and continue to train the service providers in duct sealing, air infiltration, and HVAC installation that need repetitive training in these more training-intensive practices.

In 2007 and early 2008, the general Arkansas home energy efficiency services market was not focused on energy efficiency best practices and installations. The contractor market required outreach and education to engage that network into investing in equipment, time, and resources to implement this program. All of the service provider markets have progressed, and the insulation contractor network reached its critical mass in July, 2009.

Prior to implementation of EAI's quick start programs in the fall of 2007, there were a limited number of contractors in EAI's territory who were aware of, focused on, or could perform best practices energy efficiency services. Since 2007, EAI has been successful in expanding and focusing that contractor network on best practices energy efficiency improvements, and that development has grown significantly in the last year. As of March, 2010, there are now EAI program best practices qualified partnering contractor companies that perform duct sealing (22 companies), insulation installation (29), home air sealing (9), HVAC Replacement (22), High performance AC System Tune-ups (32) and small business lighting (33). For a summary view of the successful installation contractor development see the maps within Sections 6.

In addition, energy home assessments services in the Arkansas marketplace continue to be limited. For this and other programs to expand, there needs to be more assessment resources in the state to meet the future program demands. The program expended additional resources to perform all the assessments, given that there was no developed infrastructure to do so.

In addition, in 2009, The Arkansas Energy Office ("AEO") sponsored its first BPI and RESNET trainings to begin to the process of training for potential certification with these organizations. Most of those new resources are located in the northwest or west central Arkansas, which are outside of EAI service territory. The lack of certified individuals within EAI's service territory can result in delays in responding to customer needs and potentially result in higher cost due to the extra travel to EAI service territory. EAI appreciates the AEO's efforts in this critical training need and will continue to support the Energy Efficiency Arkansas Program in its efforts to provide the opportunity for new contractors becoming trained and certified.

The initial submission of the deemed savings, which were approved by the Commission, has generally provided a cost effective way to provide marketplace EM&V for this program. There are additional measures (*e.g.*, knee walls and duct insulation) that are expected to be valuable efficiency upgrades, but for which deemed savings have not yet been filed and approved. Inclusion of these would add efficiencies to the program in the form of additional program savings and additional contractor services. The new deemed savings are planned to be filed in 2010.

PROGRAM CHANGES AND RESPONSE TO CHALLENGES

EAI anticipates this program is projected to oversubscribe by early June 2010. Based upon the first two months in 2010, EAI estimates the incentive and resulting EM&V cost will be $865,000 by December 31, 2010 and is proposing in Docket No. 07-085-TF to increase its Rider EECR rate by that amount. Absent an expansion of this budget, the potential exits for adverse impacts on the installation contractor network that EAI and others have invested so much in recruiting and training since 2007, not only to have a skilled network to install energy efficiency measures, but also to market and recruit residential customers to participate in the program. As a result, EAI is requesting to increase the 2010 budget for this program by 87% of 2010 approved budget levels, bringing the total program budget to $1,857,000 as a part of the Company's Rider EECR update that will be filed contemporaneously with this report. With this approval, EAI estimates the 2010 calendar year result to be 3,560 kW demand reduction and 7,640,000 kWhs of energy savings.

The program also has extended the target time for follow up inspections from 30 to 90 days, primarily due to customer scheduling issues that have been experienced in prior program years. This increases the time to complete the validation of energy efficiency measures and is changed to accommodate customer feedback.

RESIDENTIAL & SMALL COMMERCIAL AC TUNE-UP PROGRAM

PROGRAM OBJECTIVE

As EAI discussed in Docket No. 07-085-TF, the Residential & Small Commercial A/C Tune-up Program is designed to increase energy efficiency by overcoming market barriers that prevent residential and small business customers from receiving high-performance A/C and heat pump system tune-ups. Energy savings are achieved by identifying A/C and heat pump system inefficiencies during the tune-up evaluation and correcting the identified system inefficiencies. The program overcomes market barriers by providing cash incentives to customers to assist paying for system corrections and by providing contractors incentives in the form of training on best practices, discounts on high-quality tools, and cash incentives to conduct the high-performance system tune-ups.[7]

2009 PROGRAM RESULTS AND BENEFITS

As set forth earlier in Table 2 and as discussed in more detail in Section 3, for the 2009 program year, the program produced 90 kW in peak demand reductions and 238,656 kWh in annual energy savings. 2009 was the first full program year of the AC Tune-up Program, with the 2008 program starting in fall of 2008 (which is beyond the peak of the AC tune-up season). In 2009, EAI recruited, helped equip, and trained a base foundation of HVAC contractors to participate in the program. Contractors learned what equipment to use, purchased the equipment, learned the process of how to perform the tune-up, how to diagnose the system problems, and started to integrate AC System tune-up process into their business model. More than 650 HVAC system diagnostic tune-ups were preformed in EAI's service territory in 2009, with 339 such tune-ups resulting in system improvements being performed. The contractor network grew significantly, from eight participating companies and 11 participating technicians by the end of 2008 to 30 participating companies and 80 participating technicians by the end of 2009.

The program used EM&V evaluations that complied with the International Performance Measurement and Verification Protocols. Specifically, multiple custom measurements on the system, which are part of the AC system tune-up diagnostic to identify opportunities, were taken at each location and, where system improvements were made, measurements were taken post-system improvement. The measurements were used to calculate and determine the site specific kW reductions and kWh energy savings per improvement.

[7] For a more complete description of this program, see the Supplemental Testimony of Richard P. Smith, EAI Exhibit RPS-2 at 12 – 17.

Verification based upon incentives paid and a statistically significant sample of installations was subject to on-site inspection in accordance with the protocol set out for this program. The inspection for the sample, which generally occurred within 30 days of notification of energy efficiency measure's installation, ensured that measures were installed and capable of performing as intended.

The program produced multiple customer benefits. High performance A/C system tune-ups improve the habitability and general health of households through improvement in indoor air quality and occupant comfort. The program results in more energy efficient homes which require less power generation, reducing cooling cost and therefore, can help to reduce dependence on foreign sources of oil, natural gas, and coal and protect against the volatility of fuel prices.

The program benefits participating contractors since the incentives drive demand for their products/services, which can result in economic activity and job preservation and creation within Arkansas.

Several of these benefits are assumed based upon the energy avoided through implementation of these programs. Environmental benefits derived from lower electricity consumption in the form of lower emissions of CO_2, NO_x, SO_x, and other emissions that are by-products of electricity generation. Quantitative emissions estimated to have resulted from the energy savings included 95.909 tons of CO_2, 0.121 tons of NO_x, and 0.145 tons of SO_x.

2009 PROGRAM CHALLENGES

As reported in 2008, EAI's experience with this program demonstrated that the HVAC contractor community generally is not aware of the program, does not have the equipment to perform the work, and are not using best practices for HVAC system tune-ups. These findings confirmed the need for further awareness, education, training, and outreach initiatives in order to identify and prepare contractors to perform these services at an acceptable level of workmanship. Significant progress was made towards these objectives throughout 2009 with a base set of contractors prepared to implement the program in the spring of 2010.

The 2009 program confirmed that customers are not aware of the significance and value of an AC system tune-up. Most customers do not differentiate their seasonal HVAC equipment check-up (an industry process that looks to identify failed equipment) with a full high performance system tune-up. Moreover, most customers do not understand how the HVAC system operates beyond the main unit, and that the unit in combination with the delivery system account for the HVAC systems' usage.

If only deemed savings standards are used, kW and kWh savings only are credited for a change in refrigerant charge that occurs as the result of a system tune-up. Other energy savings opportunities identified in the tune-up, such as correction of system airflow, are not included in the deemed savings. As a result, an EM&V approach was used per tune-up to capture additional savings from work system improvement work.

In 2009, the HVAC contractor network readiness to perform this program improved as evidenced by:

1) 22 new HVAC service providers in 2009 compared to 2008, and
2) 69 number of new active technicians compared to 2008.

New technicians in the program, as well as those sign-on in 2008, received classroom and field training to learn and review the use of the new equipment and to ask questions while in process of a tune-up.

Towards the end of 2009, HVAC business owners started to understand the advantages of performing the high performance HVAC system tune-up, as evidenced by HVAC companies starting to purchase additional tool-kits even though the program tool-kit partial incentives were fully subscribed.

Experience indicates that it takes more than one year to incorporate multiple and significant business changes to the HVAC community.

In addition, timing is a critical component of the AC Tune-up Program. Outdoor temperatures must reach ~70 degrees in order for the technician to get usable HVAC system measurements. 2010 will be the first program year where a significant volume of HVAC contractors will be trained and ready approaching the spring season where temperatures are warm enough to conduct the tune-up process.

PROGRAM CHANGES IN RESPONSE TO CHALLENGES

The program is positioned for full participation for the full season in 2010. The program has more than 80 technicians approaching the spring 2010 season, compared to 11 going into 2009, and some contractors already have scheduled tune-ups prior to the season start. The program will continue to recruit contractors in geographic areas that are not served with multiple contractors so that customers have more choices.

SMALL COMMERCIAL & INDUSTRIAL ENERGY SOLUTIONS PROGRAM

PROGRAM OBJECTIVE

As EAI discussed in Docket No. 07-085-TF, the Small Commercial & Industrial ("C&I") Energy Solutions Program is an energy efficiency program designed for small C&I customers to help them understand and make energy efficiency improvements. This program includes activities to encourage the enhancement of private sector energy service providers that can deliver energy efficient products and services in a cost-effective manner.

This program provides commercial and industrial customers that do not qualify for the large C&I programs with cash incentives for installing qualifying energy efficiency lighting upgrades, HVAC equipment, LED exit signs, and other building energy efficiency improvements through the partnering contractor network or by contacting the program implementer (CLEAResult) either by a web site or telephone number. [8]

2009 PROGRAM RESULTS AND BENEFITS

As set forth earlier in Table 2 and as discussed in more detail in Section 3, for the 2009 program year, the program produced 142 kW in peak demand reductions and 690,922 kWh in annual energy savings. As in most utility markets, this market segment has proven to be a hard to reach market. Increased direct marketing efforts in the second half of 2009 that proactively and personally offered assessments to business owners resulted in a significant movement in the program participation.

The EM&V used the APSC-approved deemed savings as the basis for determining the energy savings accrued for the program. Inspections occurred within 30 days of notification of measure installation to ensure that measures are installed and capable of performing their intended function. Incentives were not paid until the customer indicated that the work was completed.

Summary of installed Measures in 2009

Measure	Demand Reductions	Energy savings
Indoor Lighting	91.96 kW	516,449 kWh
HVAC	35.46 kW	78,125 kWh
Motors	14. 84 kW	96,418 kWh

[8] For a more complete description of this program, see the Supplemental Testimony of Richard P. Smith, EAI Exhibit RPS-2, at 18 – 23.

Lighting was the most popular measure installed in 2009.

The program produced multiple customer benefits. Energy security benefits included a reduction in per capita fuel needs for power generation and a reduction in the demand for new generating facilities. Energy efficient businesses require less power generation and therefore can help to reduce dependence on foreign sources of oil, natural gas, and coal and protect against the volatility of fuel prices.

Small C&I energy efficiency projects also saved Arkansas businesses money on their electric and gas utility bills, which can provide local economic benefits.

Several of these benefits are assumed based upon the energy avoided through implementation of these programs. Environmental benefits derived from lower electricity consumption in the form of lower emissions of CO_2, NO_x, SO_x, and other emissions that are by-products of electricity generation. Quantitative emissions estimated to result from those energy reductions included 277.858 tons of CO_2, 0.351 tons of NO_x, and 0.420 tons of SO_x.

The program benefited participating contractors and materials and equipment retailers/distributors since incentives from the program drove demand for their products/services, which resulted in economic activity and job maintenance and creation within Arkansas.

2009 PROGRAM CHALLENGES

The 2009 program continues to demonstrate that in Arkansas the Small C&I sector has many barriers to energy efficiency project implementation. In general, the vast diversity of business types, customer sizes, and customer buildings types created challenges in the 2009 program year.

The facility make-up of the small commercial market varies, with some facilities having "residential-like" structures. Deemed savings have not yet been developed for small commercial buildings considering solutions like insulation, duct sealing, and duct insulation projects. Some small commercial customers indicated interest in these measures, but the program was targeted primarily towards lighting and HVAC, as those were the deemed savings that were available. New deemed savings that address these small commercial facilities are expected to be filed in 2010.

The majority of customers in the small commercial class have low kW levels and are closer to one kW than they are 99 kW. As a result, a large segment of the customer class had energy efficiency opportunities associated with smaller buildings rather than larger facilities.

In general, customers responded favorably to direct phone outreach, rather than the previous methods of outreach, which included (but was not limited to) direct mailings, bill inserts, and printed messages on bills. The direct phone outreach started in the second

half of 2009, targeting customers in seven of 22 areas within the EAI service territory. The remaining 15 service areas are scheduled for outreach in 2010. During 2009, more than 10,000 small business customers were called directly and offered free program services. The targeted outreach resulted in more than 350 completed small business assessments.

The targeted direct outreach to customers by service areas was also well received by contractors and assisted in contractor recruitment. As a result of this focused effort, there were 35 trained lighting and HVAC contractor partners in the Small C&I network at end of 2009.

For customers for whom assessments were performed, lighting was the predominant opportunity that was pursued by interested customers. HVAC efforts have been focused on synergies with A/C Tune Up contractors, who typically find during the normal process of evaluating HVAC units that there are units that need to be replaced. For the 2010 program year, the program is targeting AC Tune-Up contractors and training them on the Small C&I Contractor tool to increase HVAC replacement participation.

PROGRAM CHANGES AND RESPONSE TO CHALLENGES

To support the participation of program contractors, the program will refine the incentive process to include incentives to contractors of $75 for each completed energy efficiency upgrade that the contractor markets, assists, implements, and submits with program documentation. The incentive is to reimburse the contractor for administrative costs, such as calculating and documenting savings to meet the program and deemed savings requirements. This change is expected to promote more upgrades. EAI also anticipates using print advertisements in local newspapers for this program to keep momentum in markets where the direct outreach has concluded and to continue to support the contractors that already have partnered with the program.

CITYSMART^{SM} PROGRAM

PROGRAM OBJECTIVE

As EAI discussed in Docket No. 07-085-TF, the CitySmart^{SM} Program is an energy efficiency program designed to provide assistance and financial incentives to local public entities (cities, counties and schools) for the installation of energy efficiency measures that reduce peak demand loads in their facilities. The program assists local public entities operate their buildings more efficiently by understanding the technical and financial benefits of investing in energy efficiency, by developing a plan to make energy efficiency improvements, and by providing support to help have projects completed. After upgrades are completed and verified, the program provides cash incentives for projects that reduce peak demand loads. [9]

2009 PROGRAM RESULTS AND BENEFITS

As set forth earlier in Table 2 and as discussed in more detail in Section 3, for the 2009 program year, the program produced 823 kW in peak demand reductions and 1,569,000 kWh in annual energy savings. 52 schools, cities and/or counties participated in the second year of this program, resulting in 21 completed projects by 17 cities and schools. The program completed eight benchmark reports and conducted eight energy master plans. The program continues to work with these cities and schools to organize their information and identify opportunities for projects.

Summary of installed Measures in 2009

Measure	Demand Reductions	Energy Savings
Lighting	331.92 kW	1,059,129 kWh
HVAC	242.27 kW	337,595 kWh
Roofing	12.91 kW	5,275 kWh
Geothermal Heat Pump	236.05 kW	164,591 kWh

The EM&V used for these results were the APSC-approved deemed savings. Deemed savings were used for all projects in this program in 2009. Verification was based upon incentives paid and on-site inspection in accordance with the protocol set out for this program. If deemed savings were not established for a particular qualifying energy

[9] For a more complete description of this program, see the Supplemental Testimony of Richard P. Smith, EAI Exhibit RPS-2 at 36 – 40.

efficiency measure, then incentives were paid on the basis of verified peak demand and/or energy savings based on International Performance Measurement and Verification Protocols. Custom measures included Geothermal Heat Pumps and Energy Efficient Roofing.

The program produced multiple customer benefits. Several of these benefits are assumed based upon the energy avoided through implementation of these programs. Energy security benefits included a reduction in per capita fuel needs for power generation and a reduction in the demand for new generating facilities. Energy efficient schools and cities require less power generation and therefore can help to reduce dependence on foreign sources of oil, natural gas, and coal and protect against the volatility of fuel prices.

Environmental benefits derived from lower electricity consumption in the form of lower emissions of CO_2, NO_x, SO_x, and other emissions that are by-products of electricity generation. Quantitative emissions estimated from the energy reductions included 631.072 tons of CO_2, 0.796 tons of NO_x, and 0.953 tons of SO_x.

Assessments and the resulting projects also improved the comfort, learning environment, and productivity of some schools and cities through improvement in indoor air quality, comfort, lighting, and temperature control.

The program benefited participating contractors, equipment retailers/distributors, and the state economy, as incentives from the program drove demand for their products and services as well as helped to spur economic activity and maintain jobs or created jobs in Arkansas.

Most program participants began the process of organizing and understanding their energy use in preparation for benchmarking reports and energy master plans. Increased communication and attention to energy efficiency was promoted as a result of the internal dialogue and focus on energy efficiency.

As a result of successful upgrade projects, cities and schools in the program used the program resources to increase public awareness of energy efficiency upgrades by way of press releases and public check presentations.

2009 PROGRAM CHALLENGES

In general, the public sector has a longer decision-making process and longer budget planning process than the private sector. In addition, school districts are more likely to perform energy efficiency upgrades in the summer while school is in recess. As a result, the program found many organizations that have joined the program, but due to the budgeting cycle and timing, were not ready to perform upgrades in the same program year. In addition, the program works to not only identify energy efficiency projects, but works to change the energy management behaviors within the organizations. To achieve this objective, the program will continue to motivate organizations to review their

typical energy use and practices through energy benchmarking and master planning. For those organizations that have had these program services, follow-up with the organization's leadership to motivate the implementation of best practices, as it typically takes multiple reinforcement of the practices before they become habit.

PROGRAM CHANGES AND RESPONSE TO CHALLENGES

No changes in the program in 2010 are anticipated at this time.

LARGE COMMERCIAL & INDUSTRIAL ENERGY SOLUTIONS PROGRAM

PROGRAM OBJECTIVE

As EAI discussed in Docket No. 07-085-TF, the Large Commercial & Industrial ("C&I") Energy Solutions Program is an energy efficiency program designed to provide assistance and financial incentives to large C&I customers for the installation of energy efficiency projects that reduce peak demand loads in their facilities. The program encourages and enables large C&I customers to make the most efficient use of energy by upgrading energy consuming equipment and improving energy management practices. The program provides non-cash incentives through consulting services to assist customers in identifying and completing qualifying energy efficiency projects. After upgrades are completed and verified, the program provides cash incentives for projects that reduce peak demand loads.[10]

2009 PROGRAM RESULTS AND BENEFITS

As set forth earlier in Table 2 and as discussed in more detail in Section 3, for the 2009 program year, this program produced 3,944 kW in peak demand reductions and 24,000,723 kWh in annual energy savings. 99 project incentive applications were received from 40 customers, with 47 projects ultimately completed by 23 customers. Eight industrial customers completed projects (34.8%) and fifteen commercial customers completed projects (65.2%). Results also included housing authority customers in the large commercial class that conducted energy efficiency measures, such as duct sealing for units within its facilities. These upgrades represented 10.6% of the demand reductions and 7.9% of the energy savings under this program for the 2010 program year.

Measures that received an incentive for this program in 2009 were:

Measure	Demand Reductions associated with Measure	Energy Savings Associated with Measure
Lighting Retrofit	2,070.5 kW	13,964,013 kWh
HVAC Replacement	191.80 kW	582,916 kWh

[10] For a more complete description of this program, see the Supplemental Testimony of Richard P. Smith, EAI Exhibit RPS-2, at 24 – 29.

Chiller Upgrade	253.5 kW	455,304 kWh
Electric Process Heater Replacement (Custom Project)	82.5 kW	554,400 kWh
Process Change Equipment & Air compressors (Custom Project)	779.8 kW	5,615,234 kWh
High efficiency Motors	146.2 kW	923,748 kWh
Duct Sealing / Infiltration	419.5 kW	1,905,108 kWh

The EM&V for this program utilized the APSC-approved deemed savings as the basis for determining the energy savings accrued for the program. However, if deemed savings were not established for a customer's particular qualifying energy efficiency project, then incentives were paid on the basis of verified peak demand and/or energy savings based on the International Performance Measurement and Verification Protocols. 77.5% of projects used the deemed savings EM&V. The deemed savings projects comprise 67.5% of the total demand reduction for the year. 22.5% of the projects were custom projects that included compressed air, process changes, duct sealing, insulation, and specialty industrial equipment. Custom projects totaled 32.5% of the total demand reduction for the year.

EM&V was based upon incentives paid and on-site inspection in accordance with the terms set out for this program in EAI's program description. All inspections occurred within 30 days of notification of measure installation to ensure that measures are installed and capable of performing their intended function.

The program produced multiple customer benefits. Several of these benefits are assumed based upon the energy avoided through implementation of these programs. Energy security benefits that were achieved through this program included a reduction in per capita fuel needs for power generation and a potential reduction in the demand for new generating facilities. Businesses that are energy efficient require less power generation and therefore can help to reduce dependence on foreign sources of oil, natural gas, and coal and protect against the volatility of fuel prices.

Environmental benefits derived from lower electricity consumption (and an associated reduction in electricity generation) in the form of lower emissions of CO_2, NO_x, SO_x, and other emissions that are by-products of electricity generation, particularly in the commercial or industrial class. Quantitative emissions that are assumed to have resulted included 9,652.035 tons of CO_2, 12.180 tons of NO_x, and 14.580 tons of SO_x.

Energy assessments conducted under this program and the resulting projects also improved the comfort and productivity of some workplaces through improvement in indoor air quality, comfort, lighting, and temperature control.

The program also benefited participating contractors, equipment retailers/distributors, and the state economy, as incentives from the program drove demand for their products and services, as well as helped to spur economic activity and maintain jobs or created jobs in Arkansas.

As a result of successful projects, customers and/or partners in the program used the programs to increase public awareness of energy efficiency upgrades by way of press releases and public check presentations. Examples of such press releases are provided in Section 5 of this report.

2009 PROGRAM CHALLENGES

The program works with businesses and organizations that face everyday economic decisions. Many customers that had submitted projects and indicated that they were on track to complete in the 2009 program year, but those customers ultimately had to either cancel or defer the project completion until 2010. Three times as many projects applications were received in 2009 compared to 2008, indicating that this program is increasing it awareness among EAI customers and that the need for energy consulting services this program provides are considered an important program feature to customers. The demand reductions achieved in this program increased 46% compared to 2008. At one point, the program had reserved all of its incentive funds. Project funding availability or timing of fund availability was the major reason for delay or cancellation.

PROGRAM CHANGES IN RESPONSE TO CHALLENGES

The Large C&I Energy Solutions Program has the potential to oversubscribe in 2010. As a result, the approved 2010 program funding has been increased by 23% compared to 2009 to capitalize on the potential program growth. The program oversubscription plan states that the program will close when oversubscribed and customer projects that do not receive cash incentives will be placed on a waiting list for the next program year. EAI has identified other approaches to managing the oversubscription potential, including:

1) Commission allowance of the overall 2010 program budget by 10% or greater to allow flexibility to manage this process.

2) Filing to increase the program funding for this 2010 program calendar year if it receives early indication of oversubscription.

To better respond to customers with projects that are deferred, the program now has formally identified a target project completion date of October 31 of the 2010 program year for upgrade projects. In this respect, the customer commits that if the customer does not implement its project by that date, the program administrators may reallocate to the incentives to other projects that have a greater certainty of completion within the 2010 program year.

LARGE COMMERCIAL & INDUSTRIAL STANDARD OFFER PROGRAM

PROGRAM OBJECTIVE

As EAI discussed in Docket No. 07-085-TF, the Large Commercial & Industrial ("C&I") Standard Offer Program is an energy efficiency program designed to provide financial incentives to large C&I customers for the installation of a wide range of energy efficiency measures that reduce peak demand loads in their facilities. After upgrades are completed and verified, the program provides cash incentives for projects that reduce peak demand loads.[11]

2009 PROGRAM RESULTS AND BENEFITS

As set forth earlier in Table 2 and as discussed in more detail in Section 3, for the 2009 program year, the program produced 2,616 kW in peak demand reductions and 12,597,340 kWh in annual energy savings. Applications were submitted by 31 customers representing 49 project applications, with 27 projects ultimately being completed by 17 customers (four industrial customers (23.5%) and thirteen commercial customers (76.5%) completed projects).

The following is a summary list of measures and their associated demand reductions and energy savings.

Measure	Demand Reductions Associated with Measure	Energy Savings Associated with Measure
Lighting Retrofit	1589 kW	9,316,509 kWh
HVAC Replacement	99.1 kW	198,198 kWh
Chiller Upgrade	226.5 kW	349,506 kWh
Energy Wheel	113 kW	395,500 kWh
Cooler Fan Retrofit	111.5 kW	1,053,073 kWh
High efficiency Motors	5.7 kW	15,610 kWh
Motors with VFD	339 kW	795,633 kWh

[11] For a more complete description of this program, see the Supplemental Testimony of Richard P. Smith, EAI Exhibit RPS-2 at 30 – 35.

Custom Chiller Change-out	132 kW	473,311 kWh

The EM&V used the APSC-approved Deemed Savings as the basis for determining the energy savings accrued for this program. If deemed savings were not established for a particular qualifying energy efficiency measure, then incentives were paid on the basis of verified peak demand and/or energy savings based on the International Performance Measurement and Verification Protocols. For this program, 85.2% of projects used the APSC-approved deemed savings measures to capture savings. Deemed savings measures comprised 73.4% of the total demand reduction. Custom projects completed included measures for which no deemed savings exist, including measures such as energy recovery wheels, commercial cooler fan retrofits, custom chiller replacements, and variable frequency drives. These projects comprised 14.8% of the total projects, and 26.6% of the total demand savings.

Verification was based upon incentives paid and on-site inspection in accordance with the protocol set out for this program. The inspection occurred within 30 days of notification of measure installation to ensure that measures are installed and capable of performing their intended function. For measures not included within the deemed savings, a spot EM&V was performed to verify and quantify the predicted savings based on International Performance Measurement and Verification Protocols.

The program produced multiple customer benefits. Several of these benefits are assumed based upon the energy avoided through implementation of these programs. Energy security benefits included a reduction in per capita fuel needs for power generation and a lowering of demand for new generating facilities. With fewer power plants than would otherwise have been needed, energy efficient businesses can help to reduce dependence on foreign sources of oil, natural gas, and coal and protect against the volatility of fuel prices.

Environmental benefits derived from lower electricity consumption (and an associated reduction in electricity generation) in the form of lower emissions of CO_2, NO_x, SO_x, and other emissions that are by-products of electricity generation, particularly in the commercial or industrial class. Quantitative emissions estimated based upon the reductions in energy sales included 5,058.857 tons of CO_2, 6.384 tons of NO_x, and 7.642 tons of SO_x.

C&I energy efficiency improvements also improved the comfort and productivity of some of the workplaces through better lighting and a process change.

The program also benefited participating contractors, equipment retailers/distributors, and the state economy, as incentives from the C&I Standard Offer Program drove demand for products and services as well as helped to spur economic activity and maintain jobs or create jobs in Arkansas.

As a result of successful upgrade projects, partners in the program used the program resources to increase public awareness of energy efficiency upgrades by way of press releases and public check presentations. Examples of such press releases are provided in Section 4 of this report.

2009 PROGRAM CHALLENGES

The program works with businesses and organizations that face everyday economic decisions. Many customers that had submitted projects and indicated that they were on track to complete in 2009, but ultimately had to either cancel or defer the project completion until 2010. Project funding availability or timing of availability was the majority reason for delay or cancellation.

PROGRAM CHANGES AND RESPONSE TO CHALLENGES

EAI believes the 2010 program is funded at appropriate levels as approved within the 2010 program plan. To better respond to customers with projects that are deferred, the program now has formally identified a target project completion date of October 31 of the 2010 program year for upgrade projects. In this respect, the customer commits that if the customer does not implement its project by that date, the program administrators may reallocate to the incentives to other projects that have a greater certainty of completion within the 2010 program year.

DEMAND RESPONSE

PROGRAM OBJECTIVE

As EAI discussed in Docket No. 07-085-TF, the overall objective of the Demand Response Program is to encourage and enable EAI's customers to make the most efficient use of electric generating capacity. The Demand Response Program is designed to enhance the customer's awareness and understanding of EAI's existing demand response tariffs and stimulate additional customer participation. This increase in awareness was achieved by one on one presentation and electronic mail through EAI's existing account management team and on the bill messaging for the all of the residential customers taking service under the residential Time of Use ("TOU") rate.

2009 PROGRAM RESULTS AND BENEFITS

The program demonstrated some large industrial and commercial customers were willing to agree to interruptions during the utility peak demand times, given day-ahead notification, and most new customers utilized emergency generation to maintain business operations during the interruptions.

As referenced in Table 2 and in Section 3, the overall savings for the Demand Response program is 8,073 kW peak and 0 kWh for 2009. With respect to that lack of energy savings, unlike in previous years, none of the customers in 2009 installed optional fueled equipment (emergency generation) to supply their own generation during interruptions. Rather, customers are choosing to move their electrical load to other times of the day, and thus EAI does not anticipate any energy savings as a result of customers' actions during the 2009 program year.

The EM&V plan uses the number of new participants per program year contracting to utilize existing demand response tariffs following the introduction of the program. Evaluation of energy usage patterns for new participants was used to demonstrate the additional savings.

The program produced multiple customer benefits. Several of these benefits are assumed based upon the demand avoided through implementation of these programs. Energy security benefits included a reduction in per capita fuel needs for power generation and a lowering of demand for new generating facilities. With fewer power plants than would otherwise have been needed, energy efficient businesses can help to reduce dependence on foreign sources of oil, natural gas, and coal and protect against

the volatility of fuel prices. The customer's bill for energy was reduced as a result of participating on this program.

No environmental benefits are expected from this program due to the fact that no energy is estimated to be eliminated as a result of this program. EAI anticipates that the energy avoided during the peak interruptions will be used by the customer during the non-peak times.

2009 PROGRAM CHALLENGES

The large commercial and industrial Optional Interruptible Service Rider ("OIS") proved to be successful within the market place. It is anticipated to continue to be attractive to customers based upon EAI's continued encouragement of the rate's usage and customer's continued desire to use emergency generation to operate during an interruption or to shift load to off-peak times of the day.

PROGRAM CHANGES AND RESPONSE TO CHALLENGES

The target market of the program will continue be the large commercial and industrial market, promoting the use of the OIS tariff.

EXPERIMENTAL AGRICULTURAL IRRIGATION LOAD CONTROL

PROGRAM OBJECTIVE

The overall objective of the 2009 Experimental Agricultural Irrigation Load Control Program ("Irrigation load Control") was to continue the 2008 Quick Start Program for purposes of field testing new technology and two way communication technology that were determined in the 2008 program year to be inadequate for reliable long term operations. No significant marketing effort was used in 2009, but rather the existing participating customers in the Hazen area that were willing to continue another year, as well as any new accounts that customers may volunteer (not to exceed 60 accounts in total), were to be used for the 2009 program. The program continued to be for customers currently taking service under the Company's Rate Schedule No. 44 (Agricultural Water Pumping Service) located within the Hazen, Arkansas area. Participating customers agree to permit EAI to install equipment and facilities that allow EAI to interrupt electric service to the customers' irrigation pumps for a limited amount of time during summer months in exchange for receiving a credit on their monthly bill.

2009 PROGRAM RESULTS AND BENEFITS

The full annual report for this 2009 program was provided previously in connection with EAI's December 23, 2009 application in Docket No. 08-072-TF.[12]

The program produced multiple customer benefits. Several of these benefits are assumed based upon the demand avoided through implementation of these programs. Energy security benefits included a reduction in per capita fuel needs for power generation and a lowering of demand for new generating facilities. With fewer power plants than would otherwise have been needed, energy efficient businesses can help to reduce dependence on foreign sources of oil, natural gas, and coal and protect against the volatility of fuel prices. The customer's bill for energy was reduced as a result of participating on this program.

No environmental benefits are expected from this program due to the fact no energy is expected to be eliminated as a result of this specific program. Rather, EAI anticipates that the energy avoided during the peak interruptions will be used by the customer during the non-peak times.

[12] *See* Docket No. 08-072-TF, Smith Third Supplemental Testimony, Appendix A.

2009 PROGRAM CHALLENGES

The 900 MHz Mesh network two way communications were found to be difficult to maintain and operate in the rural application. The cellular two-way communication application tested in 2009 was found to be a more reliable technology application.

The 2009 program also determined that all agricultural accounts have enough loads during the EAI peak times to benefit the utility and consequently other customers by installing the equipment on any Agricultural Pumping customer that chose to participate within the program.

PROGRAM CHANGES AND RESPONSE TO CHALLENGES

On March 10, 2010, the Commission issued Order No. 6 in Docket No. 08-072-TF, approving EAI's request to expand the program to 500 accounts in 2010. For the 2010 program year, the goal to expand the number of accounts by using cellular two-way communication, enhancing software for customer interruption notifications and enhancing software for EAI customer service, reporting and operational needs.

ARKANSAS WEATHERIZATION PROGRAM

PROGRAM OBJECTIVE

The Arkansas Weatherization Program ("AWP") is a joint statewide program that leverages the low income community action agencies as program implementers and administrators to provide weatherization and energy efficiency improvements to Severely-Inefficient homes throughout the state of Arkansas.

2009 PROGRAM RESULTS AND BENEFITS

The program's annual report including results and benefits are discussed is within the APSC Docket No. 07-079-TF.

Environmental benefits estimated based upon the reductions in energy sales include lower emissions of 576.976 CO_2, 0.728 NOx, 0.872 SOx, and other emissions that are by-products of electricity generation. The environmental benefits associated with this program will be based upon the program's 2009 energy savings that are available at the time of this writing and reported in Table 2 above.

ENERGY EFFICIENCY ARKANSAS

PROGRAM OBJECTIVE

The purpose of the EEA Program is to cost-effectively deliver relevant, consistent, and fuel neutral information and training that causes people to consume less energy through energy efficiency and conservation measures. By leveraging the knowledge, experience and skills of the AEO and the combined resources of the undersigned utilities, the EEA Program will be able to deliver that information and training in the most cost-effective manner as required for statewide energy efficiency programs by Section 5.F of the Commission's Rules for Conservation and Energy Efficiency Programs.

2009 PROGRAM RESULTS AND BENEFITS

The program results and benefits are discussed is within the information document of AEO within Docket No. 07-083-TF.

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009

Line No.	Month	Budgeted Expenditures (A)	
1	January '09	$	210,829
2	February '09	$	687,596
3	March '09	$	97,444
4	April '09	$	389,085
5	May '09	$	247,946
6	June '09	$	173,405
7	July '09	$	1,714,870
8	August '09	$	132,719
9	September '09	$	471,586
10	October '09	$	377,008
11	November '09	$	200,511
12	December '09	$	78,696
13	Adjustments	$	487,155
14	Total (a)	$	5,268,850

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009
Program Name: Residential CFL Program (CFL)

Line No.	Month	Budgeted Expenditures (A)	
1	January '09	$	-
2	February '09	$	20,304
3	March '09	$	-
4	April '09	$	42,107
5	May '09	$	20,304
6	June '09	$	20,304
7	July '09	$	177,738
8	August '09	$	-
9	September '09	$	42,107
10	October '09	$	20,304
11	November '09	$	20,304
12	December '09	$	40,607
13	Adjustments	$	(42,065)
14	Total (a)	$	362,013

Note:
Line 13) Customer Incentive adjustment made in Jan 2010 (-$41,432.84) and additional Reconcilliation in Feb '10 (-$632.44)

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009
Program Name: Residential Home Energy Solutions

Line No.	Month	Budgeted Expenditures (A)	
1	January '09	$	210
2	February '09	$	22,285
3	March '09	$	1,000
4	April '09	$	44,570
5	May '09	$	22,285
6	June '09	$	22,285
7	July '09	$	231,476
8	August '09	$	-
9	September '09	$	44,570
10	October '09	$	22,285
11	November '09	$	22,285
12	December '09	$	169,570
13	Adjustments	$	241,879
14	Total (a)	$	844,698

Notes
Line 13: Customer Incentive adjustment made in Jan 2010.

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009
Program Name: Arkansas Weatherization Program (AWP)

Line No.	Month	Budgeted Expenditures (A)	
1	January '09	$	201,093
2	February '09	$	-
3	March '09	$	3,383
4	April '09	$	-
5	May '09	$	1,692
6	June '09	$	-
7	July '09	$	3,374
8	August '09	$	-
9	September '09	$	48,727
10	October '09	$	-
11	November '09	$	3,374
12	December '09	$	3,374
13	Adjustments	$	18,490
14	Total (a)	$	283,506

Notes:
Line 14) 2009 cost true up in 2010.

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009
Program Name: Residential and Commercial A/C Tune-Up Energy Solutions

Line No.	Month	Budgeted Expenditures (A)	
1	January '09	$	-
2	February '09	$	31,908
3	March '09	$	-
4	April '09	$	64,815
5	May '09	$	31,908
6	June '09	$	-
7	July '09	$	384,876
8	August '09	$	-
9	September '09	$	63,815
10	October '09	$	31,908
11	November '09	$	31,908
12	December '09	$	31,908
13	Adjustments	$	(171,279)
14	Total (a)	$	501,764

Notes:
Line 13) 2009 Incentive cost true-up and unpaid invoice for December found during reconciliation ($31,907.50) plus additional cash incentives ($5,410.38) identified as a result of additional reconciliation in February.

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009
Program Name: Small Commercial / Industrial Energy Solutions

Line No.	Month	Budgeted Expenditures (A)	
1	January '09	$	-
2	February '09	$	34,831
3	March '09	$	-
4	April '09	$	69,662
5	May '09	$	34,831
6	June '09	$	-
7	July '09	$	105,282
8	August '09	$	-
9	September '09	$	69,662
10	October '09	$	34,831
11	November '09	$	34,831
12	December '09	$	69,662
13	Adjustments	$	(21,275)
14	Total (a)	$	432,318

Notes:
Line 13) 2009 Incentive cost true up in 2010 (-$21,667.27) and cash incentives adjustments identified as a result of additional reconciliation in February ($392.52).

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009
Program Name: Cities & Counties Energy Solutions -*CitySmart*-Program

Line No.	Month	Budgeted Expenditures (A)	
1	January '09	$	-
2	February '09	$	23,231
3	March '09	$	-
4	April '09	$	46,463
5	May '09	$	23,231
6	June '09	$	23,231
7	July '09	$	135,546
8	August '09	$	23,231
9	September '09	$	23,231
10	October '09	$	23,231
11	November '09	$	23,231
12	December '09	$	46,463
13	Adjustments	$	14,132
14	Total (a)	$	405,223

Notes
Line 13) 2009 Incentive cost true-up in 2010.

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009
Program Name: Large Commercial & Industrial Energy Solutions Program

Line No.	Month	Budgeted	
1	January '09	$	-
2	February '09	$	26,928
3	March '09	$	-
4	April '09	$	53,856
5	May '09	$	26,928
6	June '09	$	-
7	July '09	$	372,755
8	August '09	$	-
9	September '09	$	53,856
10	October '09	$	26,928
11	November '09	$	26,928
12	December '09	$	54,691
13	Adjustments	$	39,194
14	Total (a)	$	682,064

Notes:
Line 13) 2009 Incentive cost true-up ($93,238.20) in 2010 and dollars to be refunded to EAI from Implementers due to overpayment of direct incentives (-$54,044.10).

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009
Program Name: Large Commercial & Industrial Standard Offer Program

Line No.	Month	Budgeted Expenditures (A)	
1	January '09	$	-
2	February '09	$	18,713
3	March '09	$	-
4	April '09	$	37,426
5	May '09	$	18,713
6	June '09	$	18,713
7	July '09	$	196,889
8	August '09	$	-
9	September '09	$	37,426
10	October '09	$	18,713
11	November '09	$	18,713
12	December '09	$	38,261
13	Adjustments	$	223,391
14	Total (a)	$	626,958

Notes:
Line 13) 2009 Incentive Cost true-up in 2010 ($268,391) and dollars to be refunded to EAI from Implementers due to overpayment of direct incentives (-$45,000).

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009
Program Name: Enhancement of Demand Response Programs

Line No.	Month	Budgeted Expenditures (A)
1	January '09	$ -
2	February '09	$ -
3	March '09	$ -
4	April '09	$ -
5	May '09	$ -
6	June '09	$ -
7	July '09	$ -
8	August '09	$ -
9	September '09	$ -
10	October '09	$ -
11	November '09	$ -
12	December '09	$ -
13	January '10	$ -
14	February '10	$ -
15	Total (a)	$ -

Note: All effort was completed with non-incremental cost.

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2008
Program Name: Energy Efficient Arkansas (EEA) Education Program

Line No.	Month	Budgeted Expenditures (A)	
1	January '09	$	-
2	February '09	$	487,484
3	March '09	$	-
4	April '09	$	1,692
5	May '09	$	-
6	June '09	$	-
7	July '09	$	-
8	August '09	$	-
9	September '09	$	(1,574)
10	October '09	$	-
11	November '09	$	-
12	December '09	$	65
13	Adjustments	$	-
14	Total (a)	$	487,668

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009
Program Name: Agricultural Experimental Irrigation Load Control (Capital)

Line No.	Month	Budgeted Expenditures (A)	
1	January '09	$	-
2	February '09	$	-
3	March '09	$	-
4	April '09	$	-
5	May '09	$	39,467
6	June '09	$	23,125
7	July '09	$	24,576
8	August '09	$	88,065
9	September '09	$	8,327
10	October '09	$	(10,658)
11	November '09	$	1,689
12	December '09	$	15,268
13	Adjustments	$	-
14	Total (a)	$	189,858

Notes
Line 13) Redeployment of metering equipment including capital suspense refund in 2010. (2008 Project Code C6PPFII13A)
Line 10 is an adjustment of charging errors. (2009 Project Code C6PPDW0441)

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009
Program Name: Agricultural Experimental Irrigation Load Control (Expense and Billing Credits)

Line No.	Month	Budgeted Expenditures (A)	Billing Credits
1	January '09	$ -	$ -
2	February '09	$ -	$ -
3	March '09	$ -	$ -
4	April '09	$ 8,072	$ -
5	May '09	$ 535	$ -
6	June '09	$ -	$ 1,627
7	July '09	$ -	$ 4,563
8	August '09	$ -	$ 2,019
9	September '09	$ 3,635	$ 202
10	October '09	$ 43	$ (824)
11	November '09	$ -	$ (31)
12	December '09	$ -	$ -
13	Adjustments	$ 2,400	$ -
14	Total (a)	$ 14,685	$ 7,556

Notes:
Line 13) 2009 market research cost ($2,400).
Line 14) Billing credits updated in 2010.

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009
Program Name: Deemed Savings

Line No.	Month	Expenditures (A)	
1	January '09	$	-
2	February '09	$	-
3	March '09	$	-
4	April '09	$	-
5	May '09	$	-
6	June '09	$	-
7	July '09	$	-
8	August '09	$	371
9	September '09	$	-
10	October '09	$	-
11	November '09	$	-
12	December '09	$	-
13	Adjustments	$	-
14	Total (a)	$	371

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Portfolio of Energy Efficiency Program Costs by Month for 2009
Program Name: EAI Administration, Program Support, and Misc. Marketing

Line No.	Month	Expenditures (A)	
1	January '09	$	9,526
2	February '09	$	21,912
3	March '09	$	93,061
4	April '09	$	20,423
5	May '09	$	28,053
6	June '09	$	64,120
7	July '09	$	77,796
8	August '09	$	19,032
9	September '09	$	77,601
10	October '09	$	210,247
11	November '09	$	17,281
12	December '09	$	(391,170)
13	Adjustments	$	182,288
14	Total (a)	$	430,169

Line 13) Internal accounts adjustment that carried over from December of 2009 into 2010.

2009 PROGRAM DEMAND AND ENERGY SAVINGS BY PROGRAM AND PORTFOLIO – SECTION 3

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Summary of Energy Efficiency Portfolio Results

Line No.	Month	Demand Savings (kW)	Energy Savings (MWH)
1	January '09	46	92
2	February '09	26	60
3	March '09	72	112
4	April '09	183	431
5	May '09	146	291
6	June '09	8,219	305
7	July '09	1,705	4,078
8	August '09	960	6,095
9	September '09	1,026	4,622
10	October '09	1,194	4,784
11	November '09	2,178	13,037
12	December '09	2,565	12,700
13	Total MWH & Cumulative Demand	18,320	46,608

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Summary of Energy Efficiency CFL Program Results

Line No.	Month	Demand Savings (kW)	Energy Savings (MWH)
1	January '09		
2	February '09		
3	March '09		
4	April '09		
5	May '09		
6	June '09		
7	July '09	297.00	2,776.00
8	August '09		
9	September '09	30.12	260.34
10	October '09		
11	November '09		
12	December '09	168.08	1,556.37
13	Total (a)	495.2	4,592.71

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Summary of Energy Efficiency Residential Solutions Program Results

Line No.	Month	Demand Savings (kW)	Energy Savings (MWH)
1	January '09	36.33	45.9
2	February '09	26.01	59.9
3	March '09	50.45	86.3
4	April '09	32.25	94.8
5	May '09	38.75	67.5
6	June '09	86.19	186.8
7	July '09	277.23	425.8
8	August '09	158.91	382.1
9	September '09	108.04	236.1
10	October '09	180.69	412.9
11	November '09	165.58	386.3
12	December '09	199.36	533.6
13	Total (a)	1359.79	2918.2

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Summary of Energy Efficiency EAI Arkansas Weatherization Program Results

Line No.	Month	Demand Savings (kW)	Energy Savings (MWH)
1	January '09		
2	February '09		
3	March '09		
4	April '09		
5	May '09		
6	June '09		
7	July '09		
8	August '09		
9	September '09		
10	October '09		
11	November '09		
12	December '09		
13	Total (a)	-	-

Note: Arkansas Weatherization program will report this information within their 2009 Annual Report in Docket No. 07-079-TF.

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Summary of Energy Efficiency A/C Tune-up Program Results

Line No.	Month	Demand Savings (kW)	Energy Savings (MWH)
1	January '09	0.00	0
2	February '09	0.00	0
3	March '09	0.35	0.9
4	April '09	0.75	2.0
5	May '09	12.97	34.5
6	June '09	3.84	10.2
7	July '09	8.74	23.2
8	August '09	18.93	50.3
9	September '09	32.42	86.2
10	October '09	9.74	25.9
11	November '09	2.06	5.5
12	December '09	0.00	0.00
13	Total (a)	89.80	238.7

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Summary of Energy Efficiency Small C&I Energy Solutions Program Results

Line No.	Month	Demand Savings (kW)	Energy Savings (MWH)
1	January '09	9.85	46.4
2	February '09	0	-
3	March '09	0	-
4	April '09	0	-
5	May '09	19.59	71.8
6	June '09	24.47	71.3
7	July '09	1.9	2.6
8	August '09	20.6	96.1
9	September '09	9.05	25.6
10	October '09	0	-
11	November '09	16.97	103.0
12	December '09	39.78	274.2
13	Total (a)	142.3	691.0

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Summary of Statewide Education *Energy Efficiency Arkansas* Program Results

Line No.	Month	Demand Savings (kW)	Energy Savings (MWH)
1	January '09	-	-
2	February '09	-	-
3	March '09	20.8	24.5
4	April '09	-	-
5	May '09	-	-
6	June '09	31.1	36.5
7	July '09	96.8	192.4
8	August '09	91.8	110.5
9	September '09	44.6	103.4
10	October '09	388.1	641.9
11	November '09	123.3	271.6
12	December '09	26.6	188.4
13	Total (a)	823.1	1,569.2

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Summary of Energy Efficiency Large C&I Solutions Program Results

Line No.	Month	Demand Savings (kW)	Energy Savings (MWH)
1	January '09	0	-
2	February '09	0	-
3	March '09	0	-
4	April '09	27.2	163
5	May '09	4	19
6	June '09	0	-
7	July '09	246.6	658
8	August '09	669.9	5,456
9	September '09	0	0
10	October '09	161.3	548
11	November '09	1634.3	11,448
12	December '09	1200.5	5,709
13	Total (a)	3,943.8	24,001

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Summary of Energy Efficiency Large C&I Standared Offer Program Results

Line No.	Month	Demand Savings (kW)	Energy Savings (MWH)
1	January '09	0	0
2	February '09	0	0
3	March '09	0	0
4	April '09	122.4	171.36
5	May '09	70.5	98.717
6	June '09	0	0
7	July '09	0	-
8	August '09	0	-
9	September '09	802	3,910.8
10	October '09	453.7	3,154.6
11	November '09	236.2	822.8
12	December '09	931.1	4,439.0
13	Total (a)	2615.9	12,597.3

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Summary of Energy Efficiency Demand Response Program Results

Line No.	Month	Demand Savings (kW)	Energy Savings (MWH)
1	January '09		
2	February '09		
3	March '09		
4	April '09		
5	May '09		
6	June '09	8,073	
7	July '09		
8	August '09		
9	September '09		
10	October '09		
11	November '09		
12	December '09		
13	Total (a)	8,073	0

EM&V Notes:

Demand avoided during the 2009 Peak day June 23, 2009 as a result of 4 new customers in 2009.

Prescribed EM&V Measures/Data Source: Based upon 15 minute meter data and billing invoices.

Entergy Arkansas, Inc.
ENERGY EFFICIENCY COST RECOVERY REPORTING SCHEDULES
Title: Summary of Energy Efficiency Demand Response - Irrigation Load Control- Program Results

Line No.	Month	Demand Savings (kW)	Energy Savings (MWH)
1	January '09		
2	February '09		
3	March '09		
4	April '09		
5	May '09		
6	June '09	475	0
7	July '09	777	0
8	August '09	550	0
9	September '09		
10	October '09		
11	November '09		
12	December '09		
13	Total (a)	777	0

Notes:
The 2009 equipment testing prevented aquiring load data on the 2009 peak day.

SECTION 4

2009 LARGE COMMERCIAL AND INDUSTRIAL PRESS

Publication: Hot Springs Sentinel-Record;**Date:**Oct 12, 2009;**Section:**Business;**Page Number:**7

Entergy rewards Reynolds with incentive payment

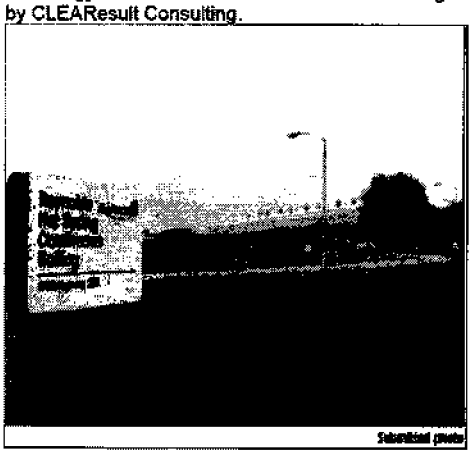
MALVERN – Reynolds Packaging plant in Malvern received an incentive check of $89,240 from Entergy Arkansas Inc. for successfully completing the second of two projects costing more than $2.8 million. The projects reduced electricity consumption and provided the plant with new, more efficient technology.

Paul Speers of Entergy and Jeff Richards of CLEAResult Consulting presented the check to Paul Thomas, CEO. Reynolds has received a total of $157,004.80 in program incentives.

Reynolds earned the incentive money last year by participating in Entergy's Large Commercial and Industrial Energy Standard Offer QuickStart Program. This year they participated in the Large Commercial and Industrial Solutions QuickStart Program. These programs are offered to all large commercial and industrial customers to help improve energy efficiency and reduce operating costs.

The Reynolds project consisted of two parts – retrofitting a cooling water tower and the addition of a large compressed air storage tank. When both projects were completed, the company saw a reduction of 663 kilowatts.

Entergy Arkansas launched the QuickStart Programs in 2008. The large C&I program is implemented for Entergy by CLEAResult Consulting.



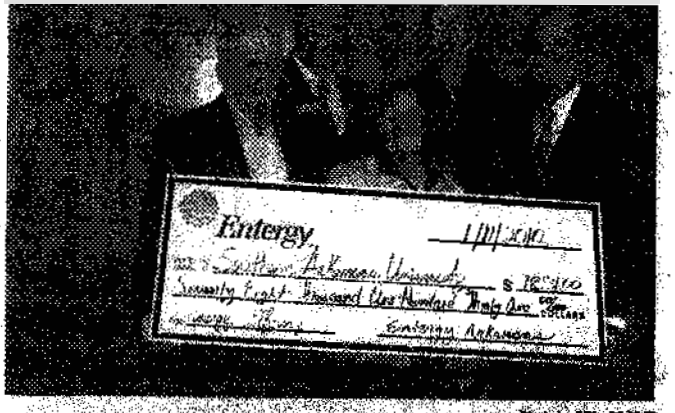


Photo by Mike McNeill

Southern Arkansas University received a check from Entergy Corporation this week. The money reimbursed SAU for part of the costs for the installation of energy-saving devices. Taking part in the presentation inside the new Science Center were, left to right, Jeff Richards, Clearesults Consulting; Jerry Hubbard, Entergy Corporation; Josh Key and Jessie Rimark of the SAU Development Office; Jasper Lewis, SAU vice president of facilities; and SAU President Dr. David Rankin.

FLONT PAGE OF MAGNOLIA BANNER NEWS 1-14-10

Equipment will reduce SAU's energy expenses

By MIKE McNEILL
Managing Editor

Entergy Corporation presented a $78,131 check to Southern Arkansas University this week as part of a program that partially reimburses major power consumers for installing energy-saving equipment.

The big money, however, will be realized in what the university won't have to spend for future electricity costs.

Jerry Hubbard, local customer service manager for Entergy, made the check presentation to SAU President Dr. David Rankin and others during a brief ceremony inside the new SAU Science Building, now under construction.

Hubbard said the check reimburses the university for energy-saving equipment installed during 2009. These included a new water chiller at Wilson Hall, and for unique features inside the science complex.

Also present were representatives from Clearesults Consulting of Little Rock. Entergy has a contract with Clearesults to verify equipment installation and to estimate energy savings.

It is in energy savings where major benefits arise.

Clearesult's program manager, Jeff Richards, estimated that the energy saving equipment will save SAU $140,000 a year for the life of the equipment. SAU saves money, and Entergy won't have to produce the estimated 330 kilowatt hours of electricity that would otherwise be required.

"This keeps us from having to build a new power plant down the road, or buying the power somewhere else," Hubbard said.

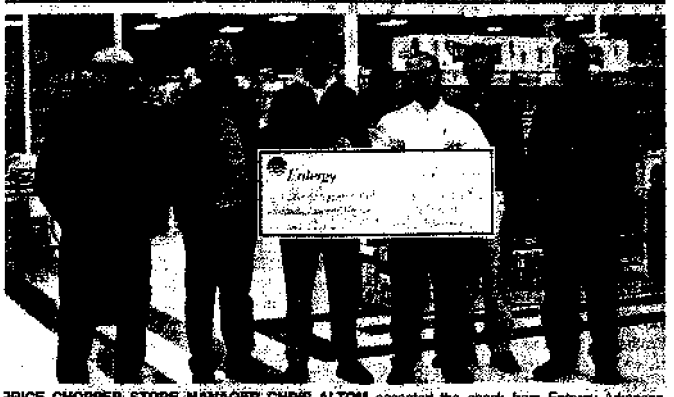
Richards said Entergy's encouragement of energy-saving equipment benefits everyone.

"It reduces the peak (electrical) demand during the summer periods. That's when Entergy has to go out on the open market (to buy electricity) because it's above their base (generation) load. That's real expensive power. If they don't have to buy it, they don't have to build a power plant. It saves them money. It's a win-win situation. It's good for the environment because they don't have to make that power and there's less CO2 going into the air," Richards said.

The science building, which will open this fall, will use many techniques that will save energy. For example, automatic monitors will turn off lights when a room is not in use.

The major energy-saving feature in the science building is an energy wheel. It has the effect of pre-cooling air in the summer, and pre-heating air in the winter, using the building's own air intake and exhaust systems. This raises or lowers the need for heating and cooling capacity.

UNITY
JAN. 16, 2010 NEWPORT INDEPENDENT



PRICE CHOPPER STORE MANAGER CHRIS ALTOM accepted the check from Entergy Arkansas Customer Service Manager Flavis Carpenter inside the store Jan. 7. - *Submitted photo*

Price Chopper chops energy costs; receives Entergy rebate

The Price Chopper grocery store in Newport earned a $13,179 rebate from Entergy Arkansas, Inc. for participating in a program that provides incentives for commercial and industrial customers to upgrade their facilities with more energy-efficient equipment.

Price Chopper retrofitted each of its 268 lighting fixtures with brighter, but more efficient equipment. The upgrade will reduce power consumption by about 60 percent, saving about $40,700 in electricity costs annually.

In addition to helping the customer save money, the upgrades will be good for the environment. The amount of air pollution avoided equals the effect of removing 44 cars from the state's roads or planting 50 acres of trees.

The Price Chopper project was made possible by a measure approved in 2007 by the Arkansas Public Service Commission. Known as the Quick Start Program, the program accumulates a fund by adding $0.00027 per kWh onto all Arkansas large and commercial customers' energy bills. A portion of that fund is earmarked to be used as an incentive to large customers to replace inefficient equipment with more efficient equipment.

"Encouraging our customers to use electric energy efficiently is good for business and good for the environment," said Richard Smith, Entergy's manager of Utility Business Development & Support. "It makes electricity bills more affordable for the long-term and is a key component in our strategy for meeting customer demand for electricity. The presentation of this check today is tangible evidence that utilities, regulators, and customers are working together for the good of all Arkansans."

In 2008 Entergy Arkansas successfully launched its Large Commercial and Industrial Quick Start Programs. Since then, 46 companies have received more than $1,757,000 in incentives from Entergy Arkansas.

LOCAL NEWS

POWERBALL
10 14 30 40 51 (1)

QUESTIONS? Contact Managing Editor Randy Hogan at rhogan@Helena-Arkansas.com or (870) 338-9381.

Helena Housing Authority earns rebate from Entergy

The Helena Housing Authority earned a $4,452 rebate from Entergy Arkansas Inc., for participating in a program that provides incentives for commercial and industrial customers to upgrade their facilities with more energy-efficient equipment.

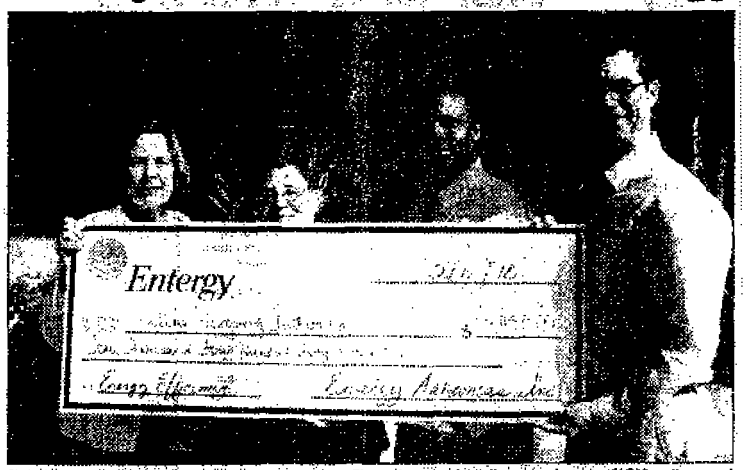
The Housing Authority performed duct sealing, air sealing and added additional insulation energy efficient measure on 30 units. The upgrades have reduced the electrical load at these sites by 29 kilowatts.

Helena Housing Authority Director Lionel Moss accepted the check from Entergy Arkansas during a ceremony Tuesday at the Helena facility.

"The Housing Authority is grateful to Entergy for offering this program. It is a fantastic way to make our facilities more energy efficient while saving taxpayer dollars. Times are tough, and we have to make sure every penny counts," said Moss. "Obviously, duct and air sealing as well as insulation are critical to the comfort and efficiency of the housing authority homes, and we are very pleased with savings, the project also will save over 24,000 kWh a year for a cost saving to the housing authority of over $10,000 annually.

The Helena Housing Authority project was made possible by a measure approved in 2007 by the Arkansas Public Service Commission. Known as the Quick Start Program, the program accumulates a fund by $0.00027 per kWh onto all Arkansas large and commercial customers' energy bills. A portion of that fund is earmarked for use as an incentive to large customers to replace inefficient equipment with more efficient equipment.

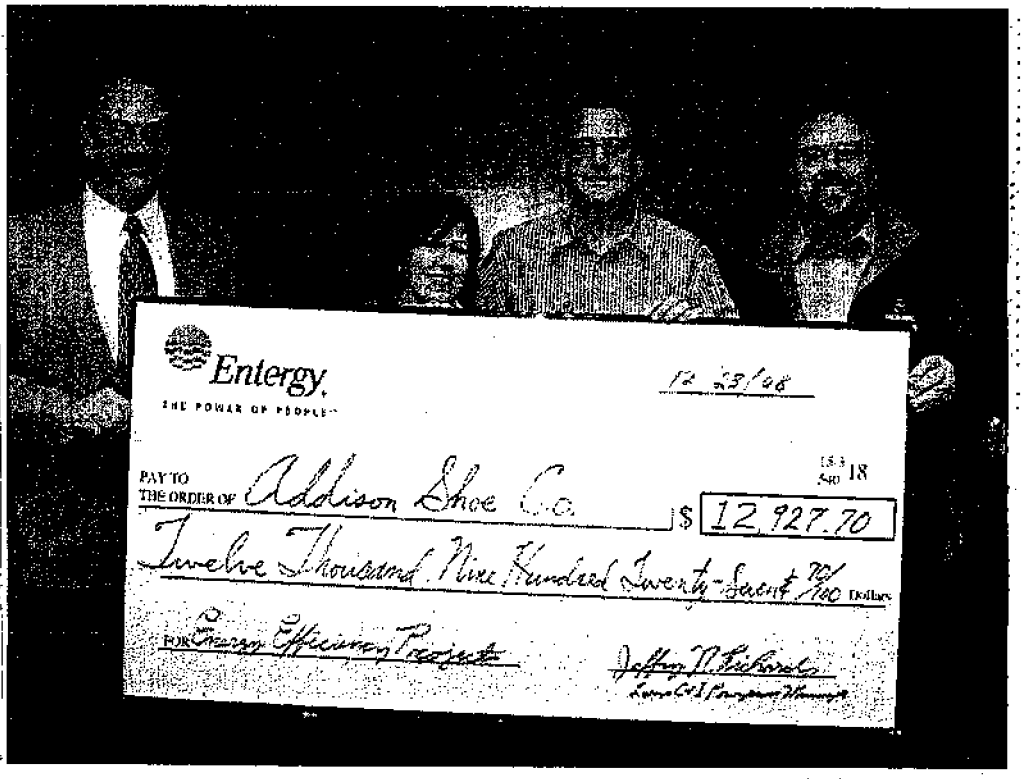
Entergy Arkansas believes that encouraging our customers to use electric energy efficiently is good for the environment," said Richard Smith, Entergy's manager of Utility Business Development and Support. "It makes electricity bills more affordable for the long-term and a key component in our strategy for meeting customer demand for electricity. The presentation of this check highlights that customers, utilities and regulators are effectively



Chris Allen, Entergy customer service manager, and Brad Shoemaker, (far right) Energy engineer for CLEAResult, present Frances E. Rodgers, assistant executive director of the Helena Housing Authority and Lionell Moss, Helena Housing Authority executive director, with a rebate check from Entergy Arkansas in the amount of $4,452. The check presentation took place Tuesday morning. BETTY ADAMS/THE DAILY WORLD

large Commercial and Industrial Quick Start companies have received more than $1,743,618.77 in partnership between the Large C&I program and Consulting.

For more information



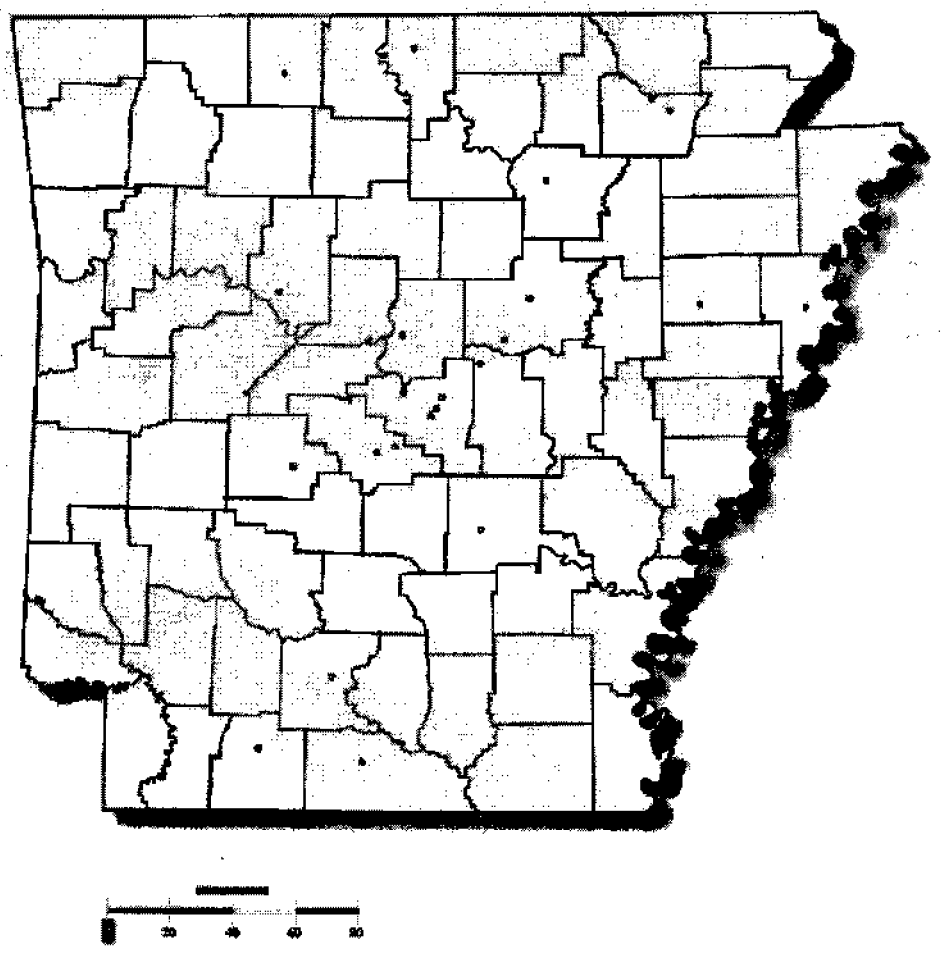
Joe Halm/News Leader.

AN EFFICIENT USE OF MONEY – Addison Shoe recently received an incentive check for $12,927.70 from Entergy to help pay for recent energy efficiency improvements to its Wynne plant. The company also is offering energy audits for its employee's homes along with low interest loans to pay for the upgrades. Presenting the check is (l to r) Joe Kuonen with Clearesult to Mary Ann Munro and CEO Neil Munro while Entergy's Mike Davis looks on.

Annual Girl Scout cookie sale

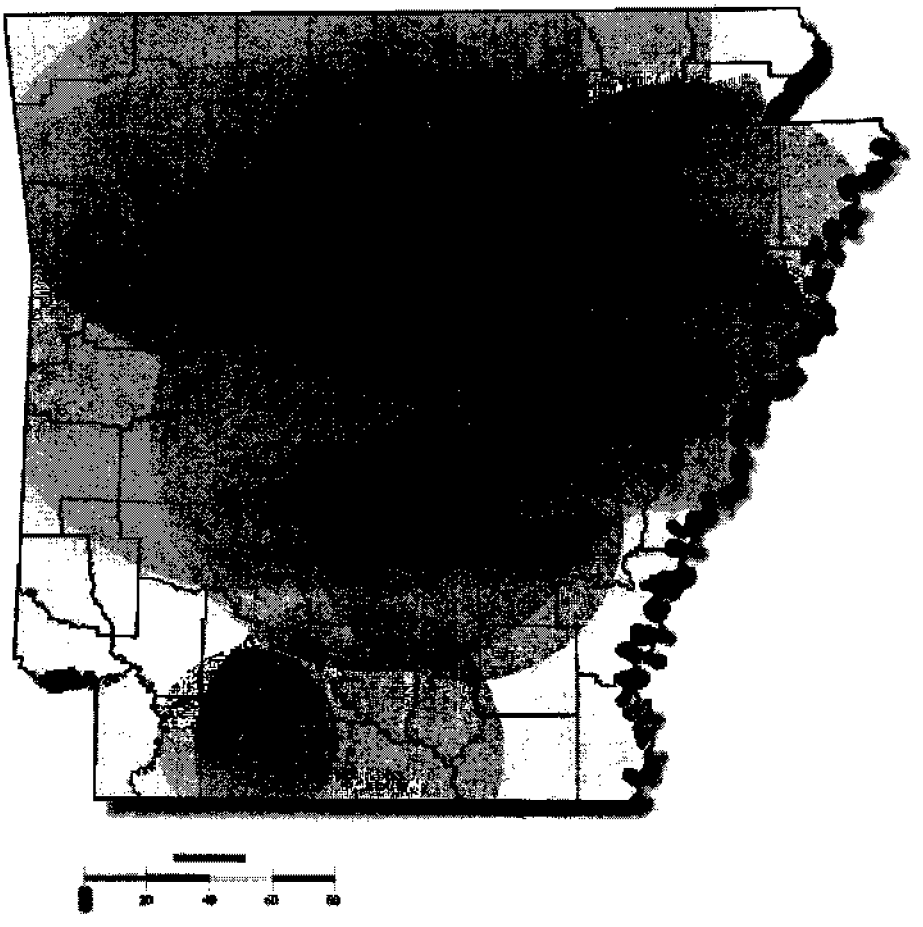
Residential and Small Commercial

High Performance A/C Tune-Up, Commercial



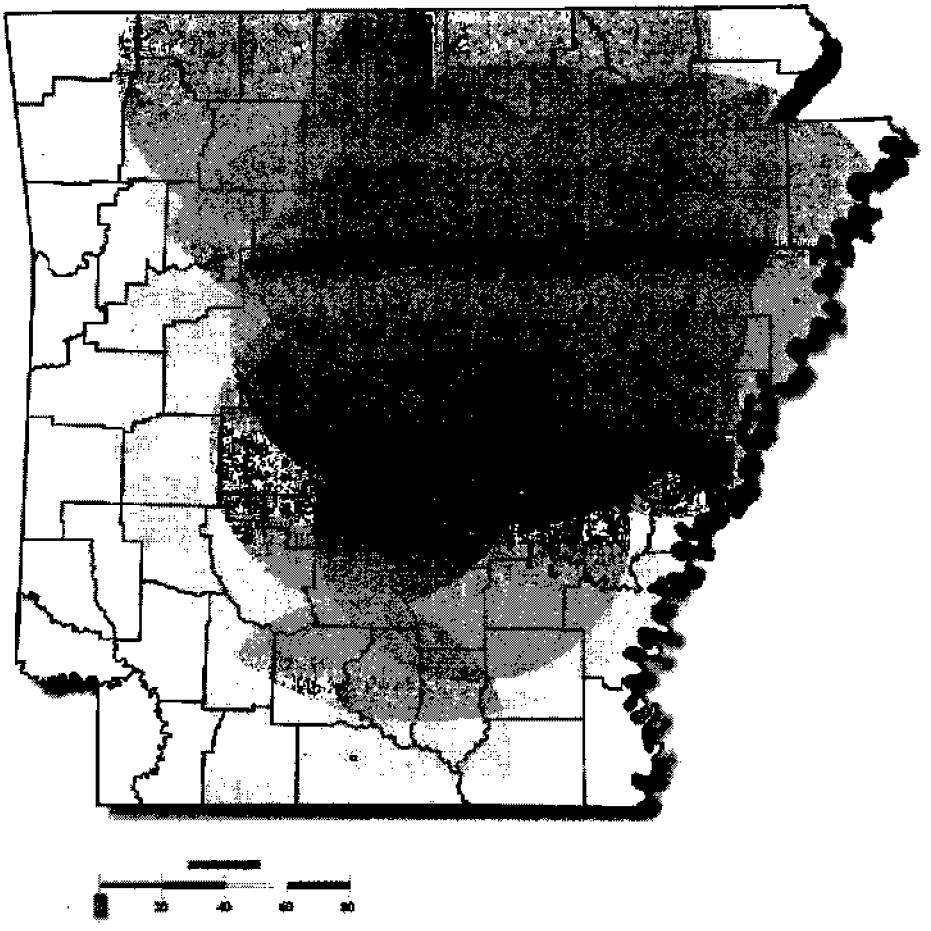
Residential and Small Commercial

High Performance A/C Tune-Up



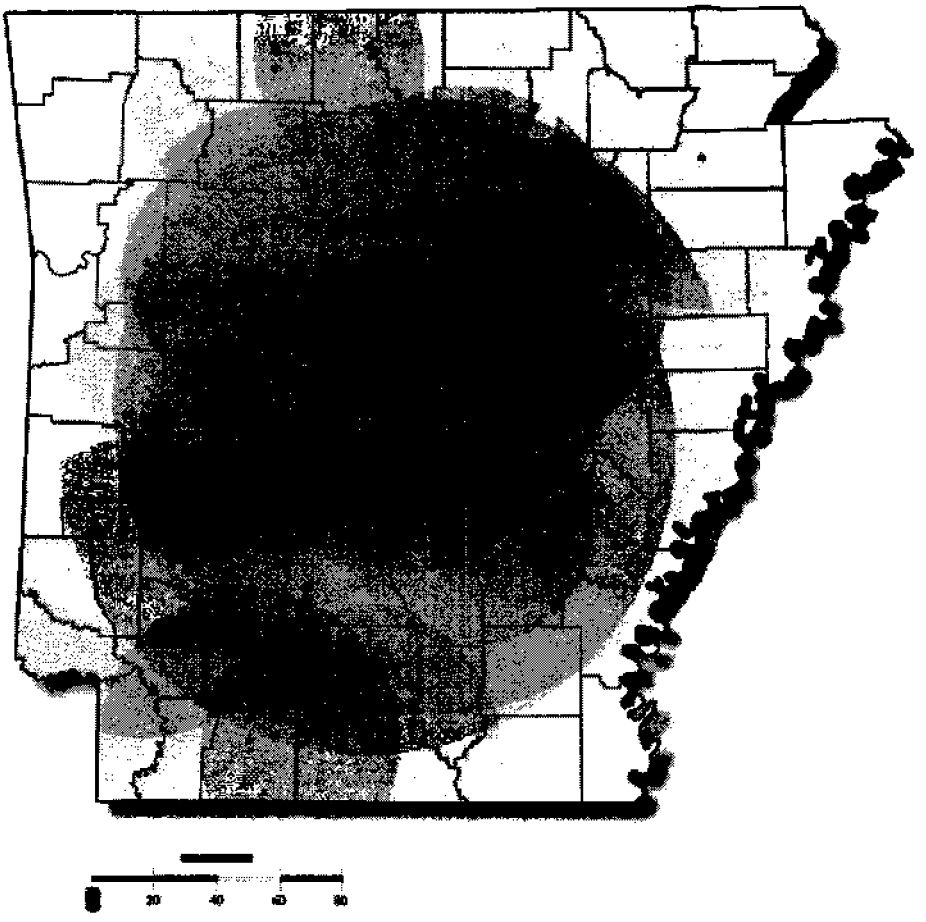
Residential and Small Commercial

HVAC Replacement



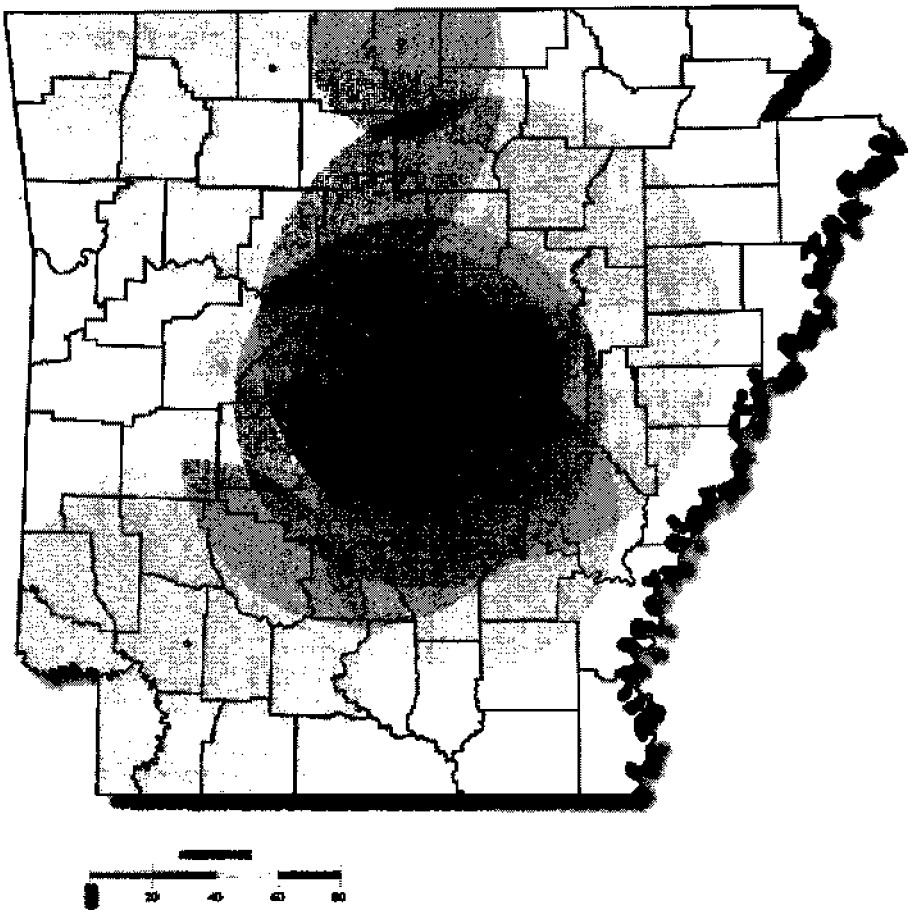
Small Commercial

Lighting or Motors



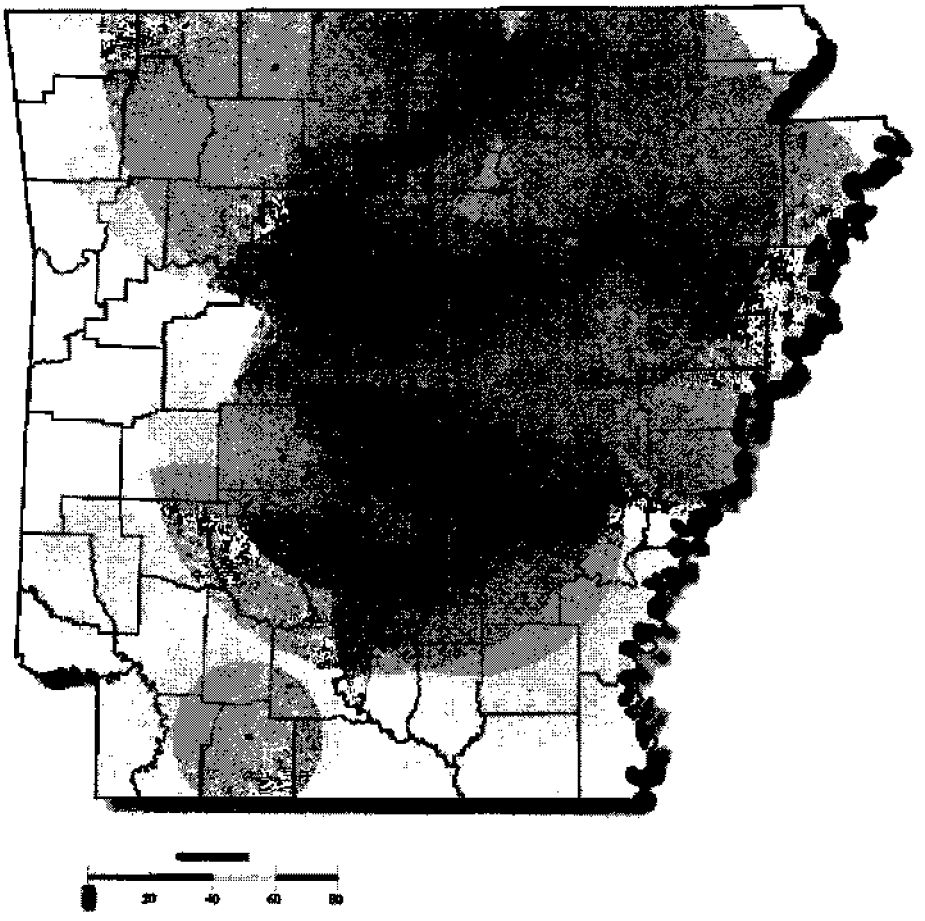
Residential

Air Sealing



Residential

Duct Sealing & A/C Heat Pump Replacement



ATTACHMENT A -- Result of Energy Efficiency Quick Start Programs in 2009 and Estimates for Program Year 2010

Company or Entity Reporting, TF Docket No.	Program Name	Type of Program	Retail Market	PY 2009 Utility-established Budget ($000)	Spending in PY 2009 ($000), % of PY 2009 Budget	PY 2010 Budget ($000), % Increase/ Decrease) s. PY 2009 Budget	PY 2009 Demand Reduction Goal (kW or therms)	PY 2009 Demand Reduction Achieved (kW or therms), % of Goal	PY 2010 Demand Reduction Goal, % vs. PY 2009 Goal	PY 2009 Energy Savings Goal (MWH)	PY 2009 Energy Savings Achieved (MWH), % of Goal	PY 2010 Energy Savings Goal (MWH), % change vs. 2009 PY goal	Cost Effective-ness Test Results (All 4 California Tests) ($000), Positive (Negative) per Program Year 2009 Based on Actuals, 2010 Based upon Budget	Emissions reduction reported?	Lessons Learned, Outlook for Continuation, Expansion, Reduction, or Termination
Entergy Arkansas, Inc., 07-085-TF	Residential CFL Program	Prescriptive Incentive and Educational - Energy Efficiency	Residential	$401	$363 91%	331 83%	550 kW	495 kW 90%	550kW 100%	5,100 MWH	4,593 MWH 90%	5,199 MWH 102%	2009 NPV TRC $924 PAC $893 PCT $3,154 RIM ($1,914) BCR TRC 3.77 PAC 3.45 PCT 13.53 RIM 0.40 2010 NPV TRC $736 PAC $939 PCT $1,719 RIM ($756) BCR TRC 2.50 PAC 4.26 PCT 4.62 RIM 0.62	Yes, see 2009 Program Year Annual Repor	EAI Planning to continue in 2010
Entergy Arkansas, Inc., 07-085-TF	Residential Home Energy Solutions	Energy Audit, Prescriptive Incentive and Educational - Energy Efficiency	Residential	$717	$845 118%	993 138%	1.064 kW	1,360 kW 128%	1,064 kW 100%	1,069 MWH	2918 MWH 273%	2,138 MWH 200%	2009 NPV TRC $2,287 PAC $3,196 PCT $4,369 RIM ($808) BCR TRC 2.39 PAC 5.32 PCT 3.75 RIM 0.83 2010 NPV TRC $316 PAC $1,562 PCT $320 RIM ($326) BCR TRC 1.15 PAC 2.81 PCT 1.17 RIM 0.88	Yes, see 2009 Program Year Annual Report	Lessons Learned: The installation contractor network begin to engage in significant way in 2009. The program will need to be expanded significantly in 2010 over planned budgets and targets or risk installation contractor continued development.. Outlook: Expand the program in 2009.

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Entergy Arkansas, Inc., 07-085-TF	Arkansas Weatherization Program	Energy Audit, Prescriptive Incentive and Educational - Energy Efficiency	Residential	$1,215	$284 23%	$785 65%	1,060 kW	429 kW 40%	865 kW 82%	2,627 MWH	1,435MWH 51%	3,048 MWH 108%	2009 NPV TRC ($422) PAC $928 PCT $484 RIM ($605) BCR TRC 0.75 PAC 3.78 PCT 1.29 RIM 0.68 2010 NPV TRC $20 PAC $1,741 PCT $39 RIM ($352) BCR TRC 1.01 PAC 3.70 PCT 1.02 RIM 0.87	Yes, see 2009 Program Year Annual Report	Lessons Learned: See the ACAAA report regarding the lessons learned in 2009. Outlook: Continue the program in 2010 calendar year.
Entergy Arkansas, Inc., 07-085-TF	Residential and Small Commercial A/C Tune-up	Prescriptive Incentive - Energy Efficiency	Residential and Small Commercial	$718	$464 65%	$897 97%	845 kW	90 kW 11%	845 kW 100%	382 MWH	239 MWH 63%	2,167 MWH 567%	2009 NPV TRC ($272) PAC ($441) PCT $293 RIM ($551) BCR TRC 0.24 PAC 0.16 PCT 2.01 RIM 0.14 2010 NPV TRC ($28) PAC $123 PCT $510 RIM ($607) BCR TRC 0.96 PAC 1.20 PCT 1.80 RIM 0.55	Yes, see 2009 Program Year Annual Report	Lessons Learned: Additional training, equipment purchases and recruitment was required to prepare a network of contractors to deliver A/C tune-up services to achieve deemed savings and energy efficiency standards. The contractor network is continuing to develop through continued training and training verification to ensure quality control will continue. see contractor expansion maps within 2009 annual report. Outlook: Expansion of the program will occur in 2010.

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Company or Entity Reporting, TF Docket No.	Program Name	Type of Program	Retail Market	PY 2009 Utility-established Budget ($000)	Spending in PY 2009 ($000), % of PY 2009 Budget	PY 2010 Budget ($000), % Increase (Decrease) vs. PY 2009 Budget	PY 2009 Demand Reduction Goal (kW or therms)	PY 2009 Demand Reduction Achieved (kW or therms), % of Goal	PY 2010 Demand Reduction Goal, % vs. PY 2009 Goal	PY 2009 Energy Savings Goal (MWH)	PY 2009 Energy Savings Achieved (MWH), % of Goal	PY 2010 Energy Savings Goal (MWH), % change vs. 2009 PY goal	Cost Effective-ness Test Results (All 4 California Tests) ($000), Positive (Negative) per Program Year 2009 Based on Actuals, 2010 Based upon Budget	Emissions reduction reported?	Lessons Learned, Outlook for Continuation, Expansion, Reduction, or Termination
Entergy Arkansas, Inc., 07-085-TF	Small Commercial and Industrial Energy Solutions	Energy Audit, Prescriptive Incentive and Educational - Energy Efficiency	Small Commercial and Industrial	$542	$432 80%	$483 89%	973 kW	142 kW 15%	973 kW 100%	1,181 MWH	691 MWH 59%	1,406 MWh 119%	2009 NPV TRC $243 PAC $90,320 PCT $787 RIM ($505) BCR TRC 1.83 PAC 1.20 PCT 4.59 RIM 0.51 2010 NPV TRC $802 PAC $1,246 PCT $921 RIM ($422) BCR TRC 1.93 PAC 3.97 PCT 2.23 RIM 0.80	Yes, see 2009 Program Year Annual Repor	Lessons Learned: The small commercial and industrial market is a "hard to reach" marke nationwide. The variability of the market's businesses (Chicken houses to professional offices, from home manufacturing business to beauty salons in old homes) and the decision-making style and speed of decisio making results in lower than expected goal achievement and difficultly in delivering one plan that fits all. Outlook: EAI is intensifying the customer recruitment effort in 2010 to include direct telemarketing and one on one marketing.
Entergy Arkansas, Inc., 07-085-TF	CitySmart	Energy Audit, Prescriptive Incentive and Educational - Energy Efficiency	Local Public Entities	$464	$405 87%	$471 102%	1,285 kW	823kW 64%	1,285 kW 100%	1,677 MWH	1,589 MWH 94%	2,069 MWh 123%	2009 NPV TRC ($49) PAC $1,042 PCT $896 RIM ($834) BCR TRC 0.97 PAC 3.60 PCT 1.62 RIM 0.63 2010 NPV TRC $1,400 PAC $1,685 PCT $1,555 RIM ($396) BCR TRC 3.01 PAC 5.12 PCT 3.48 RIM 0.84	Yes, see 2009 Program Year Annual Repor	Lessons Learned: In general, the public sector has a longer decision making proces and longer budget planning process than th private sector. In addition, school districts are more likely to perform energy efficienc upgrades in the summer while school is in recess. As a result, the program found many organizations that have joined the program but due to the budgeting cycle and timing, were not ready to perform upgrades in the program year of the program. EAI is expecting increased installations within thi sector for 2010. Outlook: Continuation of the program will occur in 2010.

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Entergy Arkansas, Inc., 07-085-TF	Large Commercial and Industrial Energy Solutions (Note 1)	Energy Audit, Prescriptive Incentive, and Educational - Energy Efficiency	Large Commercial and Industrial	$985	$736 78%	$1216 123%	4,166 kW	3944 kW 95%	5,000 kW 120%	5,311 MWH	24,001 MWH 452%	8,052 MWH 152%	2009 NPV TRC $15,375 PAC $18,290 PCT $17,707 RIM ($1,050) BCR TRC 5.09 PAC 22.64 PCT 5.78 RIM 0.95 2010 NPV TRC $3,990 PAC $6,671 PCT $4,706 RIM ($2,327) BCR TRC 2.07 PAC 7.32 PCT 2.40 RIM 0.77	Yes, see 2009 Program Year Annual Report	Lessons Learned: Large Commercial and Industrial customers are willing to invest energy efficiency measures when provide adequate information, incentives and assistance. This program came close to oversubscribing in both demand reductio and energy savings in 2009. This program the more popoular of the two Large Commercial and Industrial Programs due it's ability to offer services beyond cash incentives. Outlook: Program is proposed to expand 2010.
Entergy Arkansas, Inc., 07-085-TF	Large Commercial And Industrial Standard Offer (Note 1)	Prescriptive Incentive, Energy Efficiency	Large Commercial and Industrial	$1,058	$671 63%	943 89%	3,622 kW	2,616 kW 72%	3,150 kW 87%	4,050 MWH	12,597 MWH 311%	3,544 MWH 86%	2009 NPV TRC $7,907 PAC $9,134 PCT $9,718 RIM ($1,161) BCR TRC 4.07 PAC 11.06 PCT 5.84 RIM 0.9 2010 NPV TRC $983 PAC $3,405 PCT $1,675 RIM ($1,502) BCR TRC 1.30 PAC 5.16 PCT 1.58 RIM 0.74	Yes, see 2009 Program Year Annual Report	Lessons Learned: Large Commercial and Industrial customers are willing to invest energy efficiency measures when provide adequate incentives. This program's performance grew in 2009 but not as fast the large commercial and industrial energ solutions program. Outlook: Continuation of current program proposed.

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Company or Entity Reporting, TF Docket No.	Program Name	Type of Program	Retail Market	PY 2009 Utility-established Budget ($000)	Spending in PY 2009 ($000), % of PY 2009 Budget	PY 2010 Budget ($000), % Increase (Decrease) vs. PY 2009 Budget	PY 2009 Demand Reduction Goal (kW or therms)	PY 2009 Demand Reduction Achieved (kW or therms), % of Goal	PY 2010 Demand Reduction Goal, % vs. PY 2009 Goal	PY 2009 Energy Savings Goal (MWH)	PY 2009 Energy Savings Achieved (MWH), % of Goal	PY 2010 Energy Savings Goal (MWH), % change vs. 2009 PY goal	Cost Effective-ness Test Results (All 4 California Tests) ($000), Positive (Negative) per Program Year 2009 Based on Actuals, 2010 Based upon Budget	Emissions reduction reported?	Lessons Learned, Outlook for Continuation, Expansion, Reduction, or Termination
Entergy Arkansas, Inc., 07-085-TF	Energy Efficiency Arkansas	Educational, Energy Efficiency	All Customers	$488	$488 100%	200 41%	0	0	0	0	0	0	N/A	No	Lessons Learned: See the EEA report annual report for lessons learned. Outlook: Continue with designed plan.
	Energy Efficiency Subtotal			**$6,583**	**$4,888 74%**	**$6,119 93%**	**13,565**	**9,899 kW 73%**	**13,732 kW 101%**	**21,597 MWH**	**48,043 MWH 222%**	**27,623 MWH 128%**			
Entergy Arkansas, Inc., 07-085-TF	Demand Response	Demand Response	Residential, large Commercial and Industrial	$4	$0 0%	$4 100%	3,000 kW	5,202 kW 173%	3,000 kW 100%	1,161 MWH	0 MWH 0%	400 MWH 34%	Note 1) 2009 NPV TRC $9,231 PAC $5,172 PCT $4,240 RIM $5,172 BCR TRC 35.32 PAC 2.19 PCT Not Applicable RIM 15.32 2010 TRC $25 PAC $25 PCT $300 RIM ($298) BCR TRC 1.10 PAC 1.10 PCT 2.46 RIM 0.48	Yes, see 2009 Program Year Annual Report	Lessons Learned: The large commercial and industrial Optional Interruptible Service Rider ("OIS") proved to be successful within the market place. It is anticipated to continue to be attractive based upon EAI's continued encouragement of the rate's usage and customer's continued desire to use emergency generation to operate during an interruption and customers seeking options to reduce energy cost during tough economic times. Outlook: Will Continue the OIS portion of the Demand Response program.

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Entergy Arkansas, Inc., 07-085-TF	Expert-mental Agricultural Irrigation Load Control	Demand Response	Agricultural Pumping	$174	$237 136%	3715	1,000 kW	442 kW 19%	10,000 kW 43%	0	0	0	2009 NPV TRC $626 PAC $570 PCT $89 RIM $570 BCR TRC 3.31 PAC 2.74 PCT Not Applicable RIM 2.74 2010 NPV TRC $23,843 PAC $19,777 PCT $4,066 RIM $19,777 BCR TRC 3.10 PAC 2.24 PCT Not Applicable RIM 2.24	Yes, see 2009 Program Year Annual Report	Lessons Learned: EAI has learned enough from the two years of pilots, that results in the program expanding in 2010. Outlook: EAI will expand the program in 2010 up to 500 accounts.
	Demand Response Subtotal			$178	$237 133%	$3,719 2,088%	4,000 kW	5,644 kW 108%	13,000 kW 325%	1,161 MWH	0 MWh 0%	400 MWH 34%			
Entergy Arkansas, Inc., 07-085-TF	EAI Administration, Program Support, and Marketing		All Customers	$465	$431 93%	$444 95%	0	0	0	0	0	0	Allocated to Programs	No	Lessons Learned: Flexibility in additional funds are needed to meet unplanned market reactions and expenses during the start and operations of new programs. Also, to prepare for future programs, program assessment and reviews will result in continued expenditures of outside resources. Outlook: EAI is planning to keep the 2010 administration spending within the 200 budget level.

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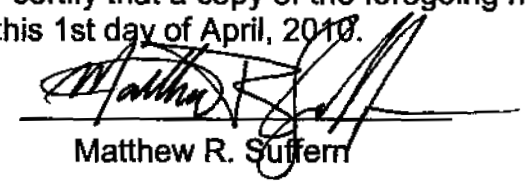
Portfolio Total				$7,231	$5,556 77%	$10,282 142%	17,565	12,517 kW 78%	26,732 kW 152%	22,758 MWH	48,043 MWH 211%	28,023 MWH 123%	2009 NPV TRC $36,075 PAC $39,005 PCT $47,638 RIM ($1,695) BCR TRC 3.95 PAC 5.21 PCT 5.22 RIM 0.97 2010 NPV TRC $7,864 PAC $18,323 PCT $12,792 RIM ($8,432) BCR TRC 1.47 PAC 3.89 PCT 1.86 RIM 0.75		

Note 1) Demand Response Program is based upon existing tariffs. The Cost benefit test are based upon estimated incremental billing credits and allocated incremental EAI Administration cost.

CERTIFICATE OF SERVICE

I, Matthew R. Suffern, do hereby certify that a copy of the foregoing has been served upon all parties of record this 1st day of April, 2010.



Matthew R. Suffern